

MEMORANDUM

To	Eric Smith, Director of Planning and Community Development, Town of Athol Downtown Vitality Committee, Town of Athol
From	Gina Bukas, Administrative Specialist
Date	March 18, 2024
Project	Massachusetts Downtown Initiative: Downtown Athol Design Guidelines Assistance
Subject	Workshop for Downtown Design
Cc:	Emily Keys Innes, AICP, LEED AP ND, President Paula Ramos Martinez, Senior Urban Designer/Planner

Summary:

This memorandum is a record of the input provided by attendees on March 12, 2024, at Athol's Community Workshop #1. The workshop was sponsored by the Downtown Vitality Committee and Athol's Planning and Community Development Department. The workshop was facilitated by the consultant, Innes Associates, at Athol's Public Library.

The workshop was attended by nine (9) participants. Participants completed 4 Workshop Activities:

- Activity 1: Look at Main St. Elevations.
- Activity 2: Rate Main St. and one storefront.
- Activity 3: Design your own storefront.
- Activity 4: Questionnaire.

The results from these activities are summarized below. All images and thumbnails shown in this memorandum have been provided to the Town as full-size documents.

ACTIVITY BREAKDOWN

Activity 1: Look at Main Street Elevations.

Short activity (10 min): All participants were to gather around the table where an iteration of Main Street's elevations was showcased. The participants were asked to collectively review Main Street, after the concept of the "City at Eye Level" was presented by Innes Associates.

This activity had three main purposes:

1. Help participants visualize Main St.
2. Share participant's thoughts about the street and its usage.
3. Familiarize all participants with the new concepts presented by the consultant team.

Activity 2: Rate Main St. and Rate one storefront.

This activity has two parts. The consultant team presented 5 indicators of a "healthy street" and 5 indicators of a "healthy building". The participants were given two Spider Diagrams. Each one contained the 5 indicators which determined the "health" of a street and a building respectively.

First, participants were asked to rate Main Street by grading its performance on each health indicator from 0 to 5 (with 0 being the minimum and 5 being the maximum grade). Then, by connecting the dots on the Spider Diagram, they would visualize how satisfied they feel by the street's performance. Participants were also encouraged to explain the reasoning behind their rating and share their thoughts and recommendations.

For the second part of the activity, participants were provided with two storefront examples. They were prompted to pick a storefront of their liking and rate it based on the 5 building health indicators mentioned above. The process was identical to the first part of the activity.

The purpose of this activity was to gather input on the existing conditions of the Town's streets and storefronts, and have the participants analyze the downtown through the City at Eye Level perspective. This exercise also prepared the participants for the next activity, where they would be designing their own storefronts with these qualities in mind.

Activity 3: Design your own storefront.

The participants were asked to design their own storefront, incorporating what they learned from the previous exercise. Participants would choose colors and materials for their buildings, design their own signage, and finally select 3 locations to place their signs.

The purpose of this activity was to gather people's preferences on color palettes, materials, location and typology of the signage.

Activity 4: Questionnaire

The purpose of this activity was to gather final input from all participants and identify any additional questions and comments.

INPUT SUMMARY

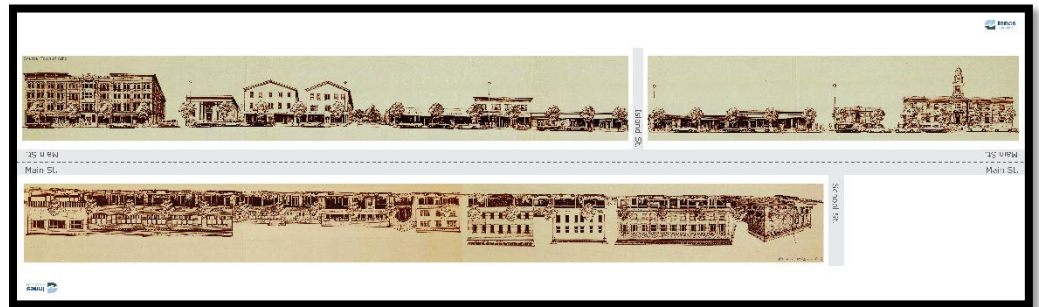
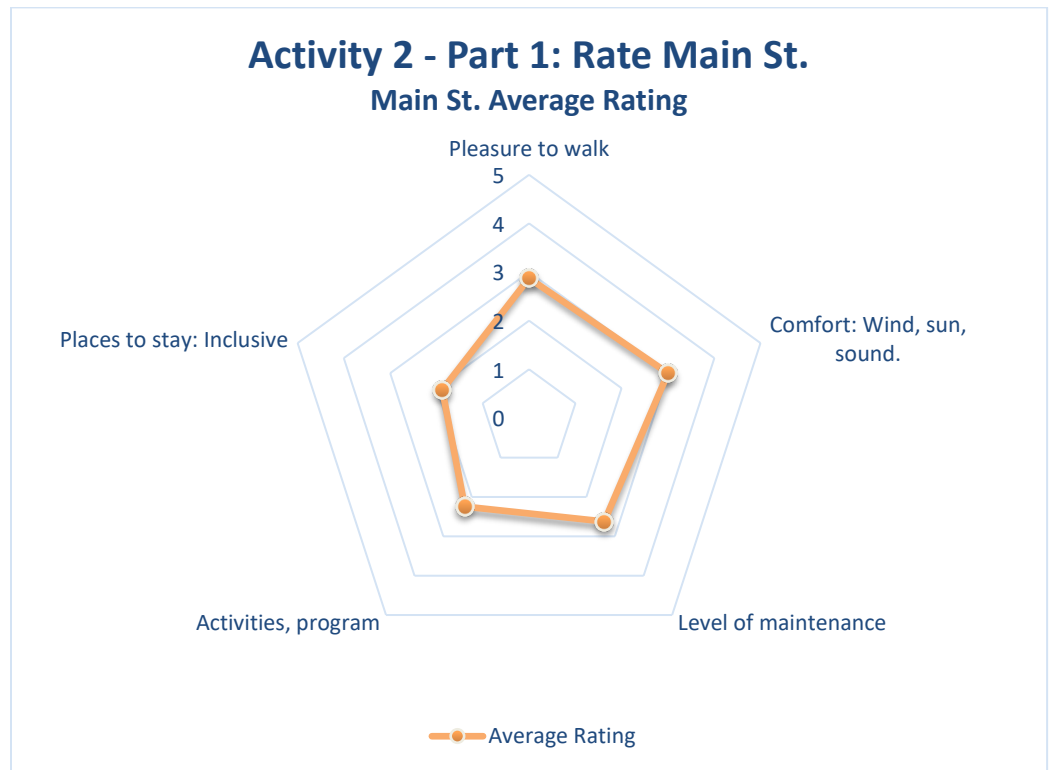


Figure 1: Board using images provided by the Town of Athol

Activity 1: Look at Main Street Elevations.

Comments:

1. The side of the road that is pictured at the top part of the elevation graph is the “winter side” of the road. People tend to walk on that side of the road during the winter months because of the ample sunlight.
2. The opposite side of the road is the “summer side” due to the buildings throwing their shade and providing protection from the sun in the summer months.
3. People think that there is not enough green space and trees.
4. People seem to like projecting signs and think they should be compliant.



Activity 2 – Part 1: Rate Main Street – Comments

Pleasure to walk:

- Rate 4: Better aligned crosswalks, cleaner & better lighting now.
- Rate 4: Most of the time it is; but in winter not all storefronts clean of snow/ice.
- Rate 3: Nice architecture. Feels unsafe at times.
- Rate 3: Would like to see more businesses and decoration.
- Rate 3: Clear sidewalks, not in the way of traffic, easy for pedestrians.
- Rate 2: Fairly ordinary and unremarkable.
- Rate 2: Summer side is sketchy, winter side has more “open”- feel. Not enough greenery, unwelcoming. Nothing to draw me in.
- Rate 1: Very busy, traffic.

Comfort:

- Rate 4: Hot on sunny side. Speed control.
- Rate 3: Wind tunnels in alleyways – Hot side, cold side.
- Rate 3: I do change my area of walking when it’s summer vs. winter.
- Rate 3: Not inviting, harsh, not enough green.
- Rate 3: Crowded w/ cars.
- Rate 3: Not uncomfortable.
- Rate 2: Sidewalk area at a consistent elevation.

Maintenance:

- Rate 4: Improving.
- Rate 3: Well-maintained by town, not by owners.
- Rate 3: Overall, streetscape maintained pretty well. Some private buildings not maintained.
- Rate 3: Benches, trash cans ok, decent care for trees, trash.
- Rate 2: Bins + benches are clean + intact – storefronts (some are dilapidated).
- Rate 2: Need more consistent cleaning.
- Rate 2: It is safe enough. Sometimes things look a little rundown.
- Rate 2: Need sweeping + painting.

Activities, program:

- Rate 3: Restaurants (few) – minimal nightlife, cute shops during day.
- Rate 3: YMCA – others have sidewalk sales etc.
- Rate 3: There are some scheduled downtown events (4th Fridays) but more like food truck.
- Rate 2: Would love to see more activity.
- Rate 2: No place to stop except library, would be nice to have coffee, park.
- Rate 1: 4th Friday Fest.
- Rate 0: What activities? Street held in summer is too hot. Don't want to be on pavement.

Places to stay:

- Rate 4: There's Veteran's Park; now some benches now would like a new pocket park.
- Rate 4: The street fairs are fun. No perm fun.
- Rate 2: Minimal places to sit or meet up (people sit on walls).
- Rate 2: Benches. Park by ASB is pretty.
- Rate 2: Not really a place to sit (coffee).
- Rate 2: More benches. Maybe tables.
- Rate 1: Need more trees, benches, improve Vet's Park, improve walk from LPP to Town Hall.
- Rate 1: Ltd sitting.
- Rate 1: More benches/variety needed.

Activity 2 – Part 2: Rate a Storefront (Storefront 1 & 2 Average Rating)

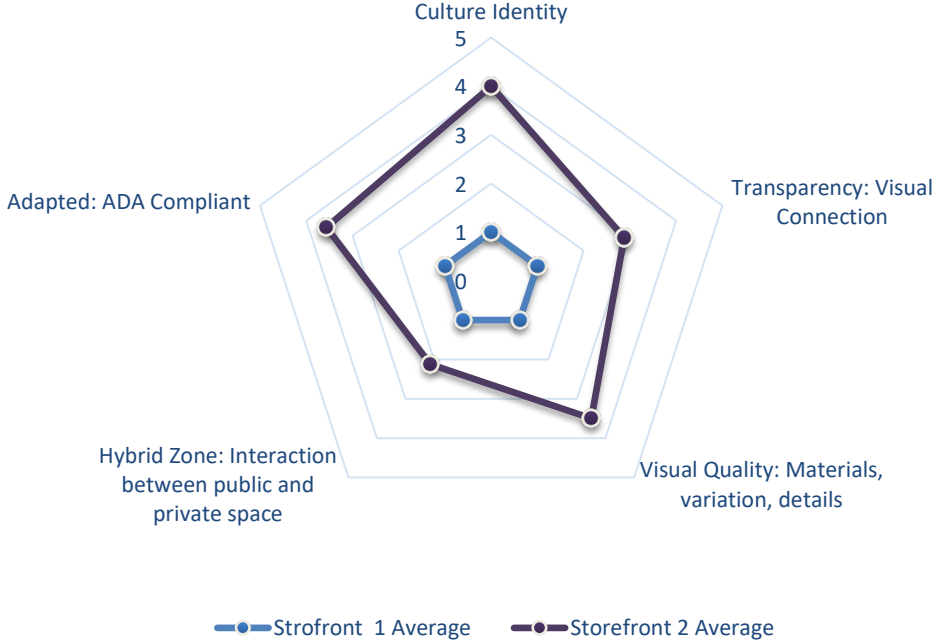


Image Sources: Google Maps

Activity 2 – Part 2: Rate a Storefront (Storefront 1) – Comments

- **Identity:** *(Rated 1)*: Pizza Joint – wasted potential.
- **Transparency:** *(Rated 1)*: Some but then blocked off.
- **Visual quality:** *(Rated 1)*: Poor signage, poorly designed.
- **Hybrid zone:** *(Rated 1)*: Main/prime corner – no identity.
- **Adapted/ADA Compliant:** *(Rated 1)*: Doors not great.

Storefront 1 – Additional Comments:

- No.
- Flat.
- No identity.

Activity 2 – Part 2: Rate a Storefront (Storefront 2) – Comments

Identity:

- Rate 5: This is a popular barber shop with younger demographics; it is a one of a kind.
- Rate 5: Clear signage.
- Rate 4: Trad neighborhood black barbershop.
- Rate 4: Unique + maintains town? history.
- Rate 4: Clean signage, attractive matching awning.
- Rate 2: Awning provides culture.

Transparency:

- Rate 4: Brightly lit w/ lots of windows and open floor plan.
- Rate 3: Lots of flyers in window on right.
- Rate 3: Minimal open windows, remove community board – put somewhere different.
- Rate 3: You can see in pretty well; but they put all community info – great service – but blocks views in the sign – attachment but large.
- Rate 2: Lots of items blocking window, kind of cluttered – But... does have community articles?
- Rate 2: Too much sign.

Visual quality:

- Rate 4: Clean, professional looking.
- Rate 4: They have traditional elements but have given a contemporary feel.
- Rate 3: Mostly appealing when lit from within.
- Rate 3: Art design looks great.
- Rate 3: Can see at a glance from Barber pole to signs it's clear what they do.

Hybrid zone:

- Rate 4: It is a welcoming area; comfortable to view inside.
- Rate 3: This is all private.
- Rate 3: They have plenty of couches etc. to hang out in.
- Rate 2: ∅ seating outside.
- Rate 1: None.
- Rate 0: No public interaction.

Adapted (ADA Compliant):

- Rate 5: While on 1st floor, automatic doors? *the store is actually attempting to look professional.
- Rate 5: Yes.
- Rate 4.5: Yes, good ADA access is provided to this storefront.
- Rate 3: Actually don't know, but space for wheel chairs.
- Rate 3: Not sure if door is wide enough. No auto open.
- Rate 0: Door not wide, no auto open.

Storefront 2 – Additional Comments:

- Awning + color scheme provide identity and a connected vibe.
- Too much signage.
- Yes.
- Culture.
- Limited transparency.
- Hybrid Zone – Entry.

**All the documented input can be found in its original form at the end of this document.*

Activity 3: Design your Storefront – Input Summary

Most of the participants seem to opt for similar colors and materials: brown, red, green, and gold. When asked to explain their choices they mentioned that these are the Town's colors.

Regarding the Downtown's character and feel: most people mentioned that they would like to see homogeneity in design and colors.

**All the storefronts designed by the participants can be found at the end of this document.*

Activity 4: Questionnaire

Q: Each street is different. How would you describe its unique character?

1. MAIN STREET – IMPROVING – need more pedestrian friendly.
2. EXCHANGE – POTENTIAL – realignment, rebuild – both ends.
3. SCHOOL/TRVERSE/SOUTH/FREEDOM – THE SECOND FRONT – safe bike lanes.
4. Main Street has lots of original buildings; it has still historic feel to it. Exchange north of Main St has too much pavement; missing some sidewalks.
5. Main St: Hodge-podge of storefronts – good bones but a narrow street.
6. Brick mix w/ concrete.
7. All the buildings have character + history.
8. It can be a little hodge podge with some empty storefronts scattered about. But is has fun, quirky spots as well.
9. Rustic small New England town vibe.
10. Classic mill town identity still exists.

Q: What do you like best about the street?

1. “Real” Main St – walkable.
2. I like to walk the street, see inside the stores; dream what could go in vacant spaces.
3. The unique architecture of some of the buildings.
4. Crosswalks aren’t too far apart.
5. Wide enough.
6. When heading east, view of the hills. Unique street lighting. Busy. Large enough sidewalk. Pedestrian friendly.
7. I almost always feel safe. I feel like I am a part of the community.
8. Wide sidewalks.
9. Trees, lamp posts.

Q: How do you use the street? During the day, night, other seasons?

1. Walk during daytime and night.
2. Sidewalks – 1st winter plowed – 2023 – BIG IMPROVEMENT.
3. Cruise Main St after dark.
4. Mostly day because I work downtown.
5. Drive through it mostly. Would love to visit more as I can walk from my home to it.
6. Day, rarely – Not enough to find pk for. Night – Mexican res.
7. Walk to get to town meetings, nature meetings. Mostly day + all seasons.
8. We have a store on Main Street, so we are there all hours and seasons.
9. Mostly get back home to lunch from church.
10. Day mostly – depends on what businesses are present.

Q: What would you change to improve your street?

1. Even more street/sidewalk cleaning.
2. Façade improvements.
3. Signage.
4. I would like to see more street trees.
5. Reconfigure parking spaces to open street up.
6. Fix parking jet-outs (remove pk space by sidewalks). Make softer – more green.
7. Would love to see more business or places to visit + linger.
8. Cleanliness, convince absentee land lords to be more active in building maintenance and renting their spaces.
9. Keep it cleaner. Less junk stashed in front of spaces and painted over windows.
10. Reduce low-income apartments. Add fair market rentals.

Q: Could you identify one element that gives identity to this street?

1. Small business/local.
2. The brick buildings.
3. The York building – the façade is gorgeous but in disrepair.
4. Bad identity: trash on ground, empty stores, not cohesive, dark.
5. Design of buildings, older but maintained. Easy to walk.
6. Tintagels Gate! Déjà Vu, Library, City Hall, ACU Building.
7. The York Theater Arch and the church across the street.
8. Awnings, brick buildings.

Q: How do you get to the Downtown? By car, by bike, on foot?

1. Car to outlying lots – free park.
2. I drive here – work downtown but live in Fitchburg. Maybe some day I could take the train here.
3. Bike or on foot when it is nice. No places to lock up bikes or safely ride them.
4. Car. Walking dog to pay bills @ town hall.
5. Walk from uptown.
6. Car.
7. By car.
8. Car.

Q: What did you learn on this workshop?

1. What others' visions are.
2. I learned more about the "City at Eye Level" concept.
3. This is a well thought out process.
4. There are different kinds of signs (ped. car etc.) and I'm not good @ coloring.
5. What items comprise the character + feel of the town.
6. Details regarding storefront planning.
7. The group seems to have similar outlook about the town.
8. Identifying the character of the town.

Q: Is there anything that we did not cover that you would like to know?

1. More about proportionality for signage.
2. No, I found this very informative.
3. Are we looking to create a suggestion guide or to codify style in bylaws?
4. No.

Q: Is there anything that you wanted to discuss, and we did not cover?

1. Just see above.
2. How to blend old + new style of building.
3. Building owner buy-in.
4. The goal i.e. suggestion v. By-laws.
5. No.

End of Input Summary. The next pages contain photos of all the feedback Innes Associates received on March 12, 2024.

Activity 2: Rate one storefront.

▶ Storefront 1

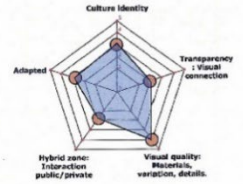


Source: Google maps.

▶ Storefront 2



Source: Google maps.



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3/12/2024

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awning + color scheme provide identity and a connected vibe

Activity 2: Rate one storefront.

▶ Storefront 1

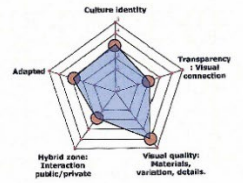


Source: Google maps.

▶ Storefront 2



Source: Google maps.



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3/12/2024

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Flat - no identity

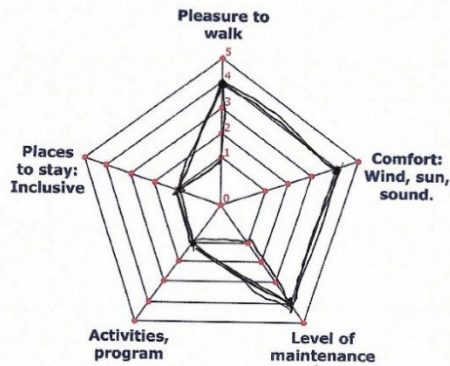
No

yes

*Culture / Identity
Limited transparency
Hybrid Zone - Entry*

Rate the street: Main st.

- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.

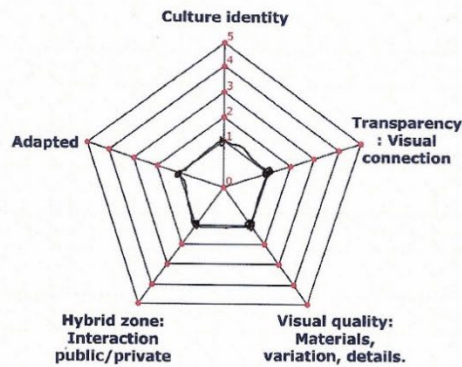


NOTES

- Pleasure to walk: better aligned cross woad cleaner & better lighting now
- Comfort: hot on sunny side speed control
- Maintenance: improving
- Activities, program: 4th Fun Fest
- Places to stay: need more trees, benches improve Velo park improve walk from LPP to Town Hall

Rate the Building ①

- Each team will get a different example to rate.
- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.



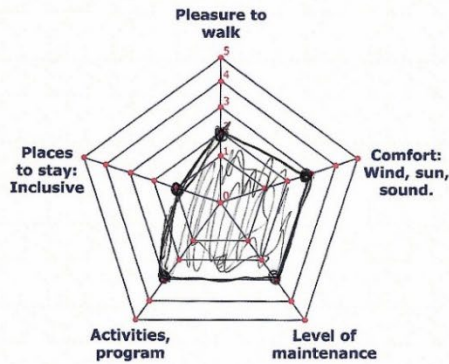
NOTES

- Identity: pizza joints - wasted potential
- Transparency: some but then blocked off
- Visual quality: poor signage poorly designed.
- Hybrid zone: Main/prime corner - no identity
- Adapted: doors not great

In behalf of your town, we thank you!

Rate the street: Main st.

- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.

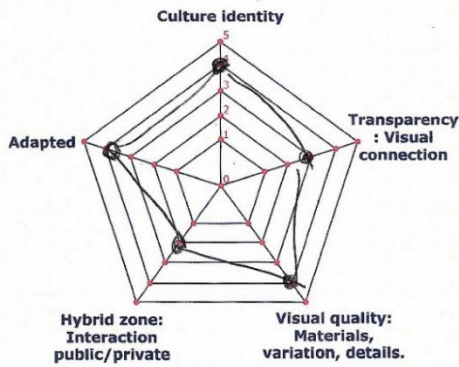


NOTES

- Pleasure to walk: Very busy, traffic
- Comfort: Wind tunnels in alleyways - Hot side Cold side
- Maintenance: Well-maintained by town Not by owners
- Activities, program: YMEA - others have sidewalk cafes etc,
- Places to stay: Ltd sitting

Rate the Building

- Each team will get a different example to rate.
- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.



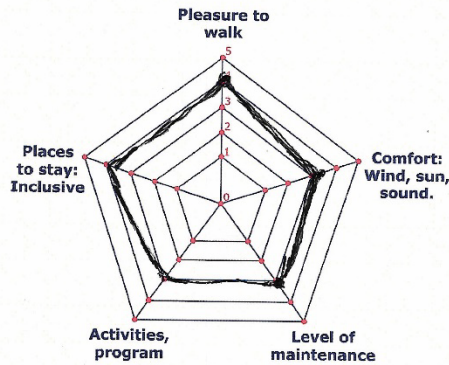
NOTES #2

- Identity:
- Transparency:
- Visual quality:
- Hybrid zone:
- Adapted:

In behalf of your town, we Thank you!

Rate the street: Main st.

- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.

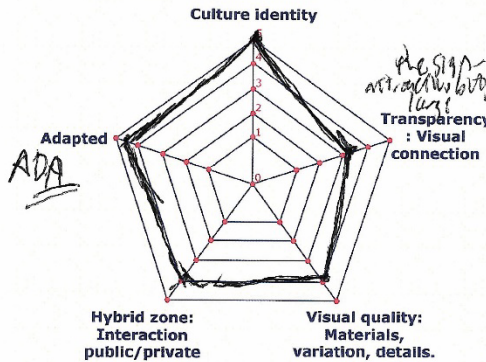


NOTES

- Pleasure to walk: Most of the time it is; but in winter not all sidewalks clean or shoveled
- Comfort: I do change my area of walking when it's summer vs. winter
- Maintenance: overall street scene maintained pretty well; some private buildings not maintained
- Activities, program: there are some schools & downtown events (on Fridays) but more like there's Y'allout party; Food truck now some benches now (some)
- Places to stay: would like an on parking park

Rate the building Storefront #2

- Each team will get a different example to rate.
- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.



NOTES

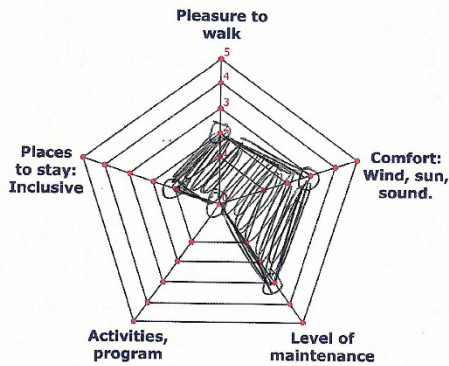
- Identity: this is a popular barber shop with younger demographics; it is a neat building
- Transparency: you can see in pretty well but they put all the windows in - great service but blocks views in
- Visual quality: they have traditional elements but have given a contemporary feel.
- Hybrid zone: It is a welcoming area; comfortable to view inside
- Adapted: Yes, good ADA access is provided to this storefront

In behalf of your town, we thank you!

Rate the street: Main st.

M

- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.

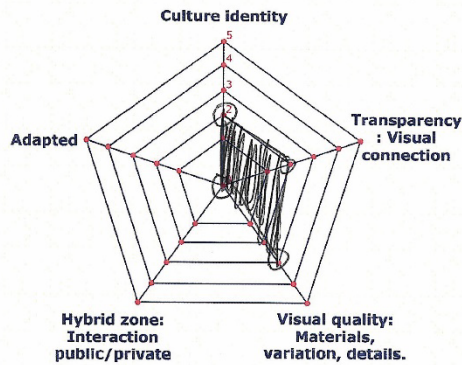


- NOTES**
- Nothing to draw me in.
 - Pleasure to walk: Summerside is sketchy
Winkleside has more "open" feel
Not enough greenery, unwelcoming
 - Comfort: not inviting, harsh, not enough
green
 - Maintenance: Benches, trash ^{cans} OK,
decent care for trees, trash
 - Activities, program: What activities?
Street held in summer is too hot.
Don't want to be on pavement
 - Places to stay:
more benches / variety needed

Rate the Building # 2

2

- Each team will get a different example to rate.
- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.

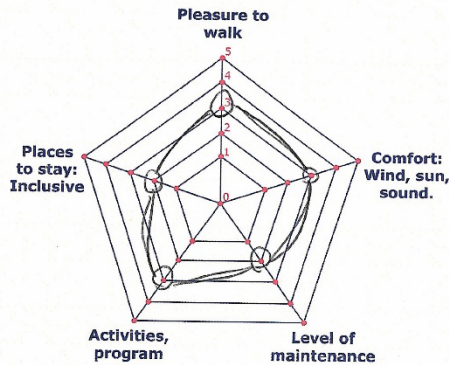


- NOTES**
- Identity: owning premises culture
 - Transparency: too much sign
 - Visual quality:
 - Hybrid zone: NO public interaction
 - Adapted: DOOR not wide
NO auto open

In behalf of your town, we Thank you!

Rate the street: Main st.

- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.

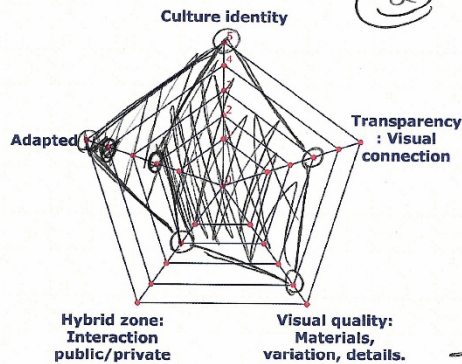


NOTES

- Pleasure to walk: nice architecture feels unsafe at times
- Comfort: crowded w/ cars
- Maintenance: bins & benches are clean & intact - Store fronts (some are delapidated)
- Activities, program: restaurants (few) - minimal night-life cute shops during day
- Places to stay: minimal places to sit or meet up (people sit on walls)

Rate the Building

- Each team will get a different example to rate.
- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.



NOTES

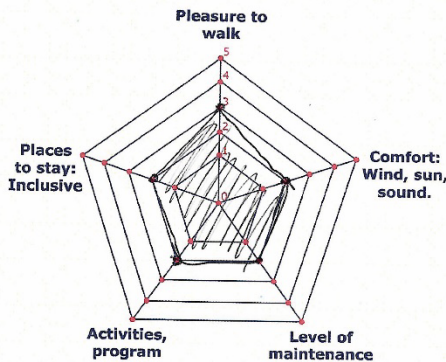
- Identity: clear signage
- Transparency: minimal open windows, remove community board - put somewhere different
- Visual quality: clean, professional look
- Hybrid zone: seat outside
- Adapted: while on 1st floor automatic doors?

* the store is actually attempting to look professional

In behalf of your town, we thank you!

Rate the street: Main st.

- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.

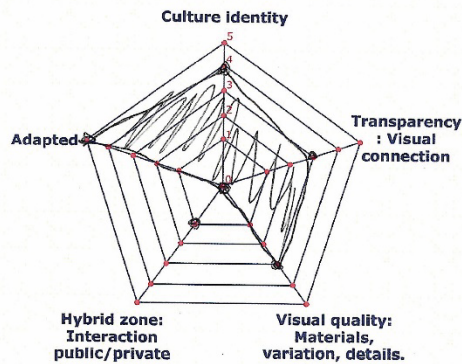


NOTES

- Pleasure to walk: Would like to see more businesses & decoration
- Comfort: Sidewalk are at a consistent elevation
- Maintenance: Need more consistent cleaning
- Activities, program: Would love to see more activity
- Places to stay: Benches Park by ASB is pretty

Rate the building #2

- Each team will get a different example to rate.
- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.



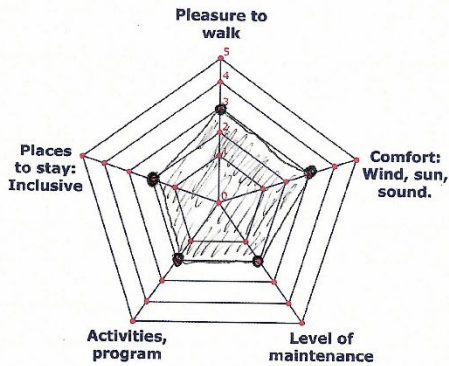
NOTES

- Identity: Clean & Strong
Attractive materials
owning
- Transparency: lots of glass
in window only light
- Visual quality: Mostly appealing when lit from within
- Hybrid zone: None
- Adapted: Yes

In behalf of your town, we Thank you!

Rate the street: Main st.

- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.



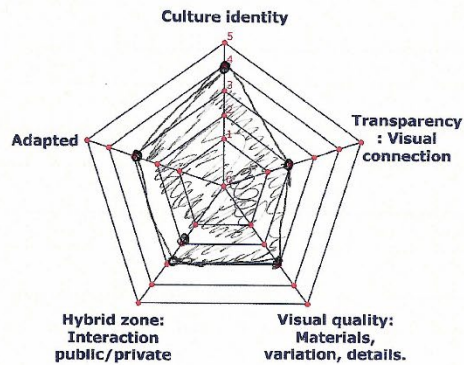
NOTES

- Pleasure to walk: Clear sidewalks not in the way of traffic easy for push strollers.
- Comfort:
- Maintenance: It is safe enough. Some things took a little run down.
- Activities, program: No place to stop except library, would like to have coffee park.
- Places to stay: No really a place to sit coffee.

Rate the building

2

- Each team will get a different example to rate.
- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.



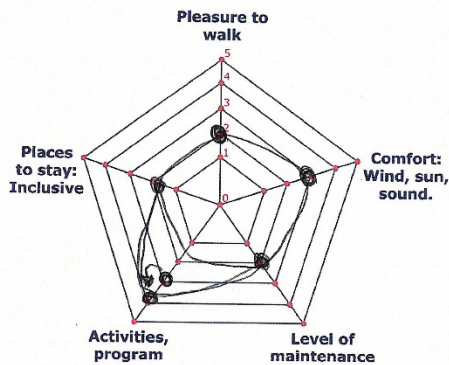
NOTES

- Identity: Unique + maintains local history.
- Transparency: Lots of items blocking windows, kind of cluttered - but overall looks great.
- Visual quality: art design looks great.
- Hybrid zone: this is all private.
- Adapted: Not sure if door is wide enough. No auto space.

In behalf of your town, we Thank you!

Rate the street: Main st.

- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.

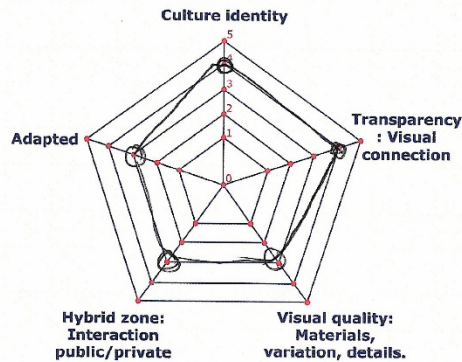


NOTES

- Pleasure to walk: fairly ordinary + unremarkable
- Comfort: NOT uncomfortable
- Maintenance: need sweeping + painting
- Activities, program: The street fairs are fun. No Perm fun
- Places to stay: more Benches, maybe tables

Rate the Building Store #2

- Each team will get a different example to rate.
- Give a grade from 1 to 5 (5 being the maximum grade) to each the following topics.
- Connect the dots to form the diagram.



NOTES

- Identity: Trend/neighborhood black barber shop.
- Transparency: Brightly lit w/ lots of windows and open floorplan
- Visual quality: Can see at a glance from Barber Pole to signs its clear what they do.
- Hybrid zone: They have plenty of couches etc to hang out in.
- Adapted: Actually Don't know but space for wheel chair

In behalf of your town, we Thank you!

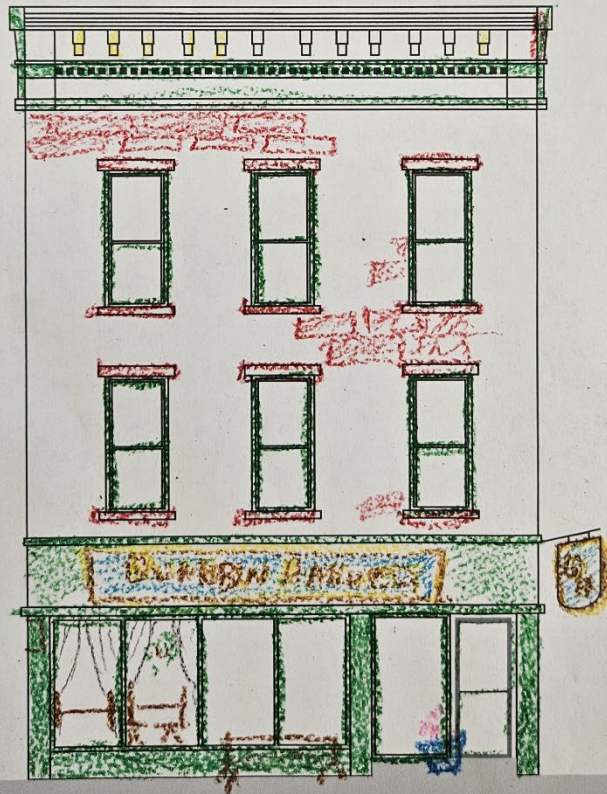


Now is your turn to design the storefront!

- Choose two/three colors for your storefront.
- Choose the colors of your signage. You can use the same colors you selected for your storefront or new ones.
- Choose three places to display your signage and design it.
- Have fun!

Keep in mind the "city at eye level" concepts:

- Cultural Identity
- Transparency
- Attractive
- Clear and simple



In behalf of your town, we Thank you!



Now is your turn to design the storefront!

- Choose two/three colors for your storefront.
- Choose the colors of your signage. You can use the same colors you selected for your storefront or new ones.
- • Choose three places to display your signage and design it.
- Have fun!

Keep in mind the "city at eye level" concepts:

- Cultural Identity
- Transparency
- Attractive
- Clear and simple



In behalf of your town, we Thank you!



Now is your turn to design the storefront!

- Choose two/three colors for your storefront.
- Choose the colors of your signage. You can use the same colors you selected for your storefront or new ones.
- Choose three places to display your signage and design it.
- Have fun!

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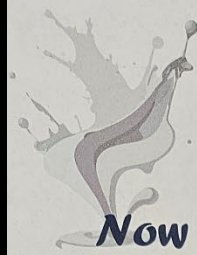
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- Cultural Identity
- Transparency
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- Clear and simple



In behalf of your town, we thank you!

Close up questionnaire.



- Each street is different. How would you describe its unique character?
MAIN STREET - IMPROVING - need more pedestrian friendly
EXCHANGE - POTENTIAL - realignment, rebuild - both ends
School / TRAVERSE / SOUTH / FREEDOM - THE SECOND FRONT - safe bike lanes
- What do you like best about the street?
"Real" Main St - walkable
- How do you use the street? During the day, night, other seasons?
walk during daytime & night
sidewalks - 1st winter plowed - 2023 - BG IMPROVEMENT
cruise Main St after dark
- What would you change to improve your street?
even more street / sidewalk cleaning
facade improvements
signage
- Could you identify one element that gives identity to this street?
small business / local
- How do you get to the Downtown? By car, by bike, on foot?
car to outlying lots - free park
- What did you learn on this workshop?
what other visions are
- Is there anything that we did not cover that you would like to know?
- Is there anything that you wanted to discuss, and we did not cover?

In behalf of your town, we Thank you!

Close up questionnaire.



- Each street is different. How would you describe its unique character?

Classic mill-town identity still exists

- What do you like best about the street?

trees, lampposts

- How do you use the street? During the day, night, other seasons?

Day mostly - depends on what businesses are present

- What would you change to improve your street?

*Reduce low income Apartments
Add fair market rentals*

- Could you identify one element that gives identity to this street?

Awnings brick buildings

- How do you get to the Downtown? By car, by bike, on foot?

Car

- What did you learn on this workshop?

Identifying the character of the town

- Is there anything that we did not cover that you would like to know?

No

- Is there anything that you wanted to discuss, and we did not cover?

No

In behalf of your town, we Thank you!

Close up questionnaire.



- Each street is different. How would you describe its unique character?
Main Street has lots of original buildings; it is still historic feel to it; Exchange, north of main st has too
- What do you like best about the street?
I like to walk the street see inside the stores; dream what could go in vacant spaces
much pavement; missing some sidewalks
- How do you use the street? During the day, night, other seasons?
mostly day because I work downtown
- What would you change to improve your street?
I would like to see more street trees
- Could you identify one element that gives identity to this street?
the brick buildings
- How do you get to the Downtown? By car, by bike, on foot?
I drive here - work downtown
but live in Fitzburg; maybe some day I could take the train here
- What did you learn on this workshop?
I learned more about the "City at Eye Level" concept
- Is there anything that we did not cover that you would like to know?
More about proportionality for signage
- Is there anything that you wanted to discuss, and we did not cover?
just see above

In behalf of your town, we Thank you!

Close up questionnaire.



- Each street is different. How would you describe its unique character?
Main St: Hodge-podge of store fronts - good bones but a narrow street.
- What do you like best about the street?
 - The unique architecture of some of the buildings.
 - cross walks aren't too far apart.
- How do you use the street? During the day, night, other seasons?
 - Drive through it mostly
 - would love to visit more as I can walk from my home to it.
- What would you change to improve your street?
 - reconfigure parking spaces to open street up
- Could you identify one element that gives identity to this street?
 - The York building - the facade is gorgeous but in disrepair
- How do you get to the Downtown? By car, by bike, on foot?
 - bike or on foot when it is nice. No places to lock up bikes or safely ride them.
- What did you learn on this workshop?
 - this is a well thought out process
- Is there anything that we did not cover that you would like to know?
- Is there anything that you wanted to discuss, and we did not cover?
 - How to blend old + new style of building

In behalf of your town, we Thank you!

Close up questionnaire.



- Each street is different. How would you describe its unique character?

Brick mix w/ concrete

- What do you like best about the street?

Wide enough

- How do you use the street? During the day, night, other seasons?

Day, Rarely - Not enough to find pk. for.
Night - Mexican res.

- What would you change to improve your street?

fix parking jet-outs (remove pk space by sidewalks)

Make softer - More green

- Could you identify one element that gives identity to this street?

- trash on ground - Dank

- empty stores,

- not cohesive

- How do you get to the Downtown? By car, by bike, on foot?

Car

walking dog to pay bills @ town hall.

- What did you learn on this workshop?

There are different kinds of signs (ped. car. etc)
and I'm not good @ coloring.

- Is there anything that we did not cover that you would like to know?

- Is there anything that you wanted to discuss, and we did not cover?

Building owner buy-in.

In behalf of your town, we Thank you!

Close up questionnaire.



- Each street is different. How would you describe its unique character?
All the buildings have character + history.
- What do you like best about the street?
When heading east, view of the hills.
Unique street lighting. Busy. Large enough side walk
Pedestrian friendly
- How do you use the street? During the day, night, other seasons?
Walk to go to town meetings, nature meetings.
Mostly day + all seasons.
- What would you change to improve your street?
Would love to see more business or places to visit + linger.
- Could you identify one element that gives identity to this street?
Design of buildings, older but maintained.
Easy to walk.
- How do you get to the Downtown? By car, by bike, on foot?
Walk from uptown.
- What did you learn on this workshop?
What items comprise the character + feel of the town.
- Is there anything that we did not cover that you would like to know?
No, I found this very informative
- Is there anything that you wanted to discuss, and we did not cover?

In behalf of your town, we Thank you!

Close up questionnaire.



- Each street is different. How would you describe its unique character?

It can be a little hodge podge with some empty storefronts scattered about. But it has fun, quirky spots as well.

- What do you like best about the street?

I almost always feel safe. I feel like I am a part of the community

- How do you use the street? During the day, night, other seasons?

We have a store on main street, so we are there all hours and seasons.

• What would you change to improve your street? Cleanliness, convince absentee land lords to be more active in building maintenance and renting their spaces

- Could you identify one element that gives identity to this street?

Tintagel Suite, Deja Vu, Library, City Hall
ACU Building

- How do you get to the Downtown? By car, by bike, on foot?

Car

- What did you learn on this workshop?

Details regarding storefront planning

- Is there anything that we did not cover that you would like to know?

- Is there anything that you wanted to discuss, and we did not cover?

In behalf of your town, we Thank you!

Close up questionnaire.



- Each street is different. How would you describe its unique character?

Rustic small New England town vibe

- What do you like best about the street?

Wide side walks

- How do you use the street? During the day, night, other seasons?

Mostly get back to work to lunch from the church.

- What would you change to improve your street?

Keep it cleaner, less junk stacked in front of spaces and no painted over windows

- Could you identify one element that gives identity to this street?

The ~~gate~~ York theatre Arch and the church across the street

- How do you get to the Downtown? By car, by bike, on foot?

by CAR

- What did you learn on this workshop?

The group seems to have similar outlook about the town

- Is there anything that we did not cover that you would like to know?

are we looking to create a suggestion guide or to codify style in by-laws?

- Is there anything that you wanted to discuss, and we did not cover?

The goal i.e. suggestion v. By-laws

In behalf of your town, we Thank you!