

#PlanDowntown
EASTHAMPTON



EASTHAMPTON DOWNTOWN STRATEGIC PLAN

Sounding Board Kick Off Meeting | May 07, 2019

Harriman | Tighe & Bond | RKG Associates

Agenda

- *Planning Process*

- *Introductions*
- *What is a Downtown Strategic Plan?*
- *Process*
- *Project Team*
- *Sequence of Tasks and Meetings*
- *Communications and Outreach*

- *Project Goals*

- What would the City and community like to achieve with the planning process?

- *Planning Area Boundary*

- *What are the boundaries of the Planning Area?*
- *What areas should be included or excluded from the Planning Area?*

- *Opportunities and Challenges*

- *Current Challenges within the Study Area*
- *Current Opportunities within the Study Area*

- *Next Steps*

Project Team

Harriman

Steve Cecil – Project Director, Principal

Kartik Shah – Project Manager, Senior Urban Designer

Jessica Wilson – Urban Designer/Planner

- Planning, urban design, landscape architecture

Downtown planning, urban design, school evaluations, landscape and open space, zoning and design guidelines

RKG Associates

Eric Halverson – Principal

Ryan Kiracofe – Urban Planner/Market Analyst

- Market studies, real estate economics

Real estate market analysis

Tighe & Bond

Vinod Kalikiri, PE, PTOE– Senior Project Manager

- Parking Assessment

Parking existing inventory, best practices, recommendations

What is a Downtown Strategic Plan?

- **A Vision for the Future**

Captures the desires of the community about what is important to them

- **Coordinated Improvement activities**

Guides future investment by public agencies in coordination with private investment

- **Provides guidance to owners and developers**

Serves as a public policy document for future regulatory, capital, infrastructural improvements by public agencies and private owners

- **Enhances the marketing of the downtown to attract future private and public investment**

Provides a direction for common marketing of downtown by public and private sectors.

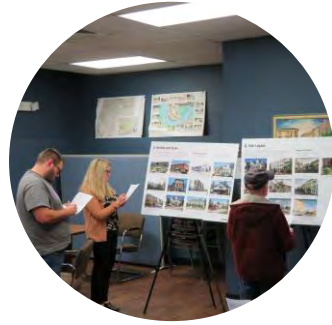


Framingham Downtown Study

Process

1 ANALYSIS

Assess Physical Conditions...
Study Market Conditions....



2 VISIONING

Assess Community's Preferences...
Forums for Great Thoughts...
Develop Planning Principles...



3 SCENARIOS

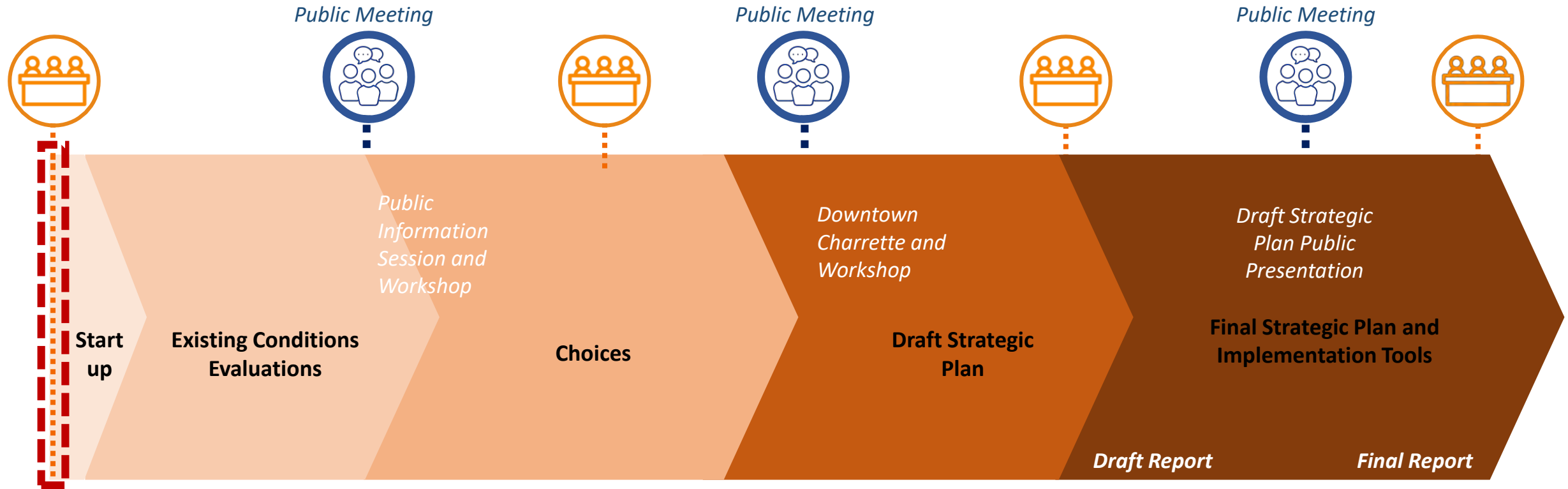
Develop choices for the community...
Define priorities...



4 INTEGRATION

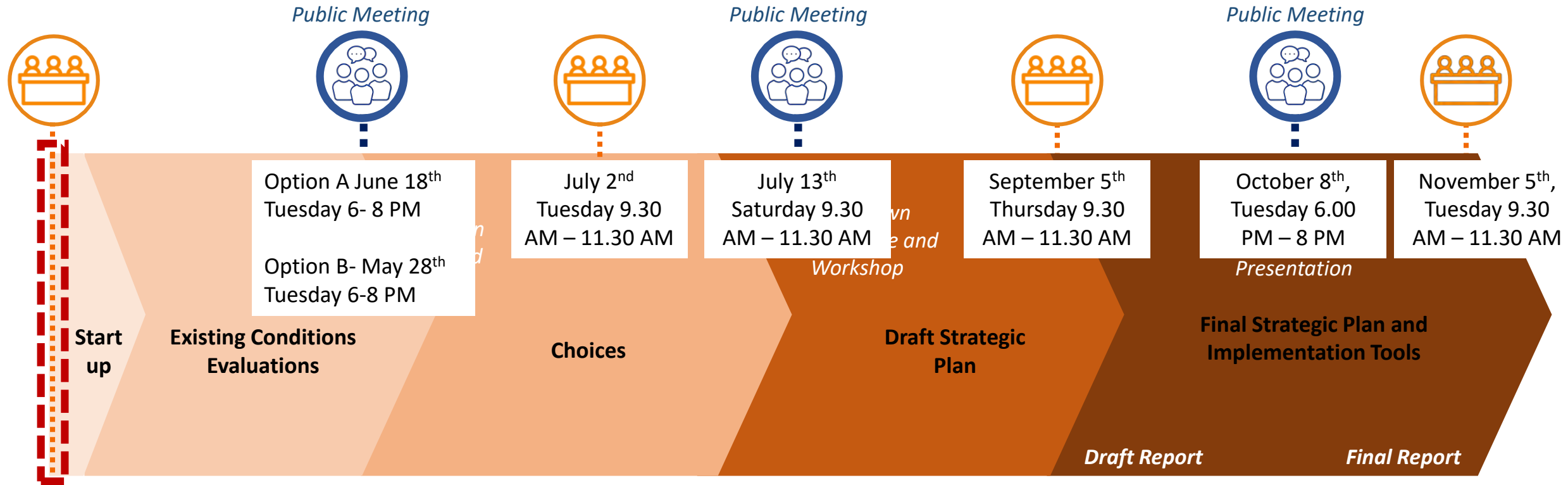
Bringing Concepts Together...
Develop Tools and coordinated actions...
CREATE ONE PLAN...

Tasks and Meetings



- Kick off meeting
- Previous planning studies
- Communication plan
- Stakeholder interviews
- Existing conditions evaluations – parking, schools, downtown
- Opportunities and constraints
- Market analysis
- Downtown improvement strategies
- School Reuse Scenarios
- 40R Zoning diagnosis and choices
- Confirmation of choices
- Redevelopment and preservation potential
- Documentation
- Final Strategic Plan
- Implementation tool kit
- Draft zoning amendments
- Design standards and guidelines
- Draft agreements and RFP examples

Tasks and Meetings



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Planned Communication and Public Outreach

- Project Website

<https://plandowntown-easthampton.com/>

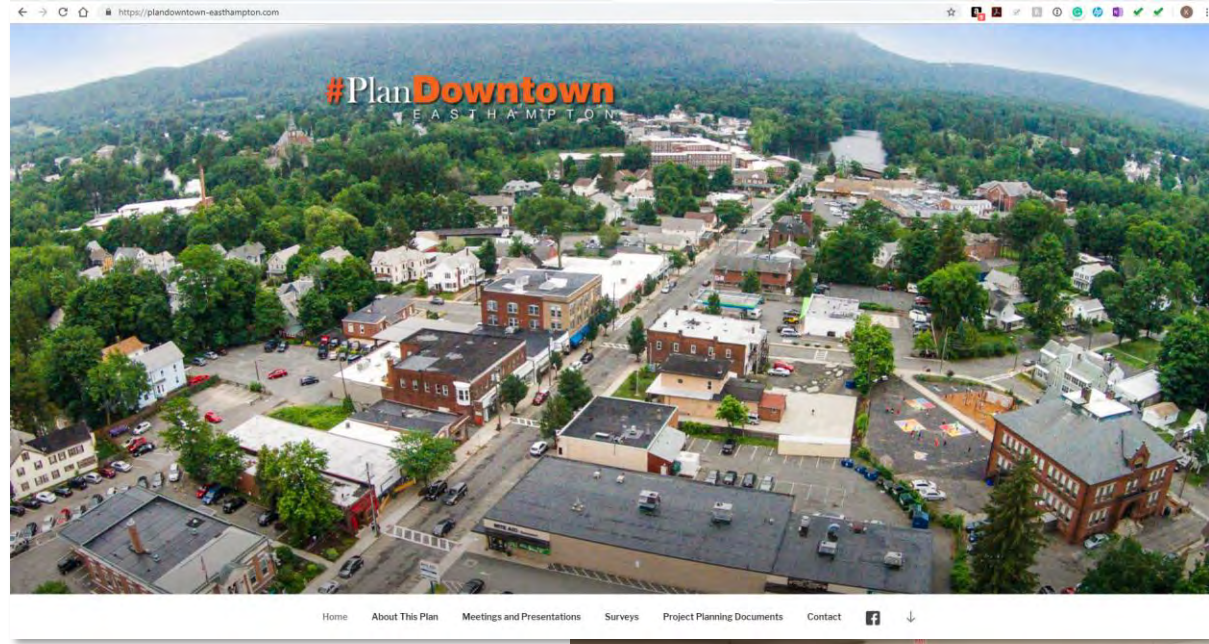
- Stakeholder interviews

- Area businesses
- Neighborhood groups
- Business Association/Chamber of Commerce

- Sounding Board meetings

- Public Outreach

- 3 Public Meetings at critical junctures
- Easthampton Planning Department facebook page
 - Facebook.com/Easthampton Planning Department
- Potential online web-based surveys

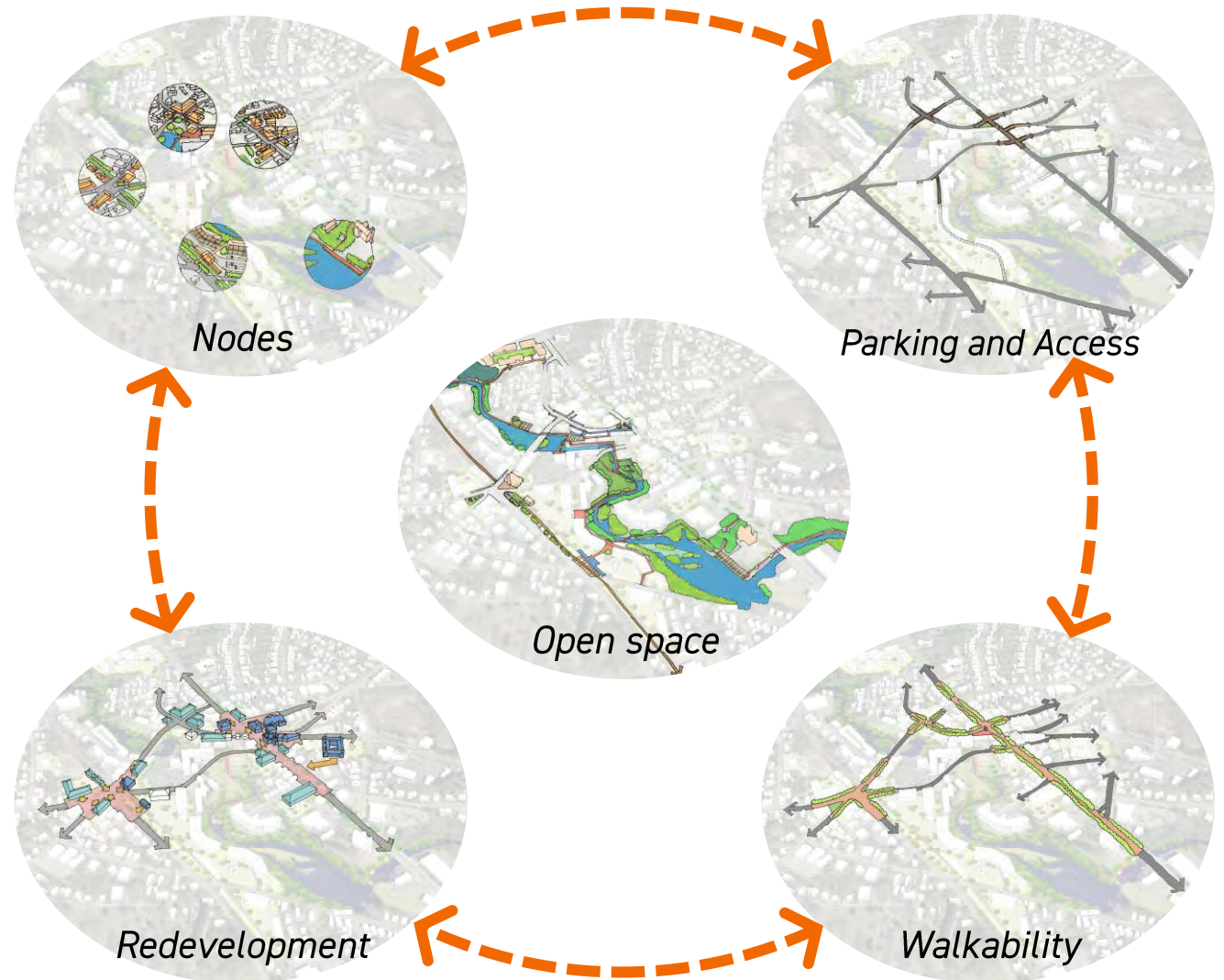


Mamaroneck Public Workshop



Project Goals

- Develop a **coordinated vision** for the Downtown to enhance economic development opportunities



Methuen Downtown Action Plan

Project Goals

- Develop a **coordinated vision** for the Downtown to enhance economic development opportunities
- **Improve Cottage Street and Union Street** corridor as a commercial and a creative heart of the community

Photos by: City of Easthampton Planning Department



Project Goals

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- **Improve Cottage Street and Union Street** corridor as a commercial and a creative heart of the community
- **Address redevelopment opportunities** and reuse of the municipal assets (Center/Pepin School and Maple Elementary) for their future role in creating a vibrant downtown

Photos by: City of Easthampton Planning Department



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- Examine **opportunities for shared parking** to reduce paved surfaces, promote walkability and density

Photos by: City of Easthampton Planning Department



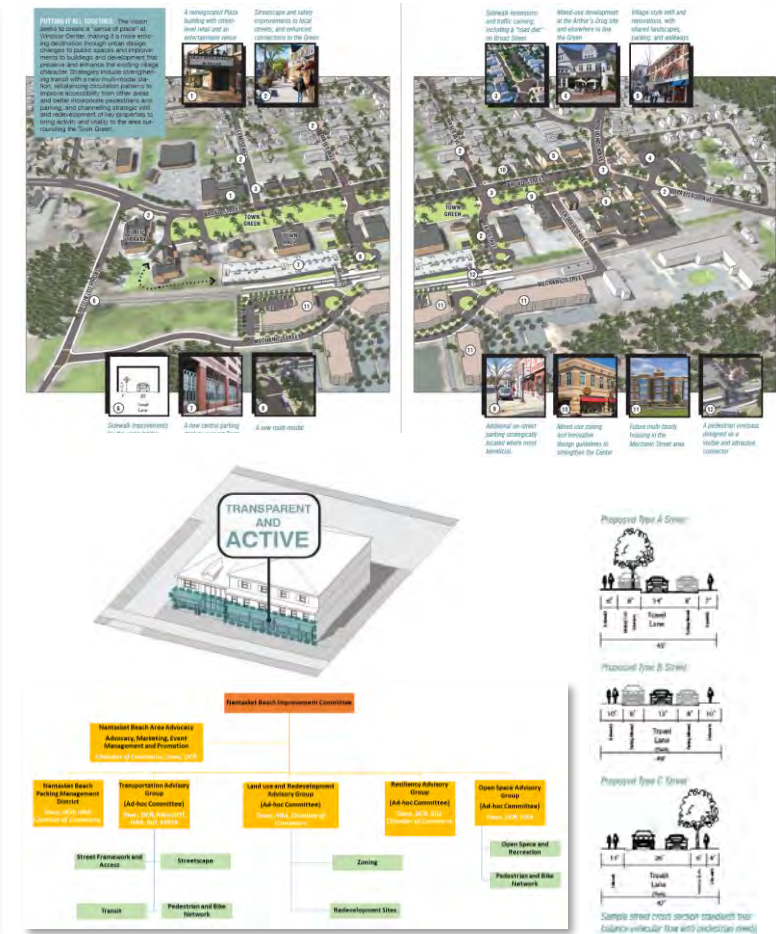
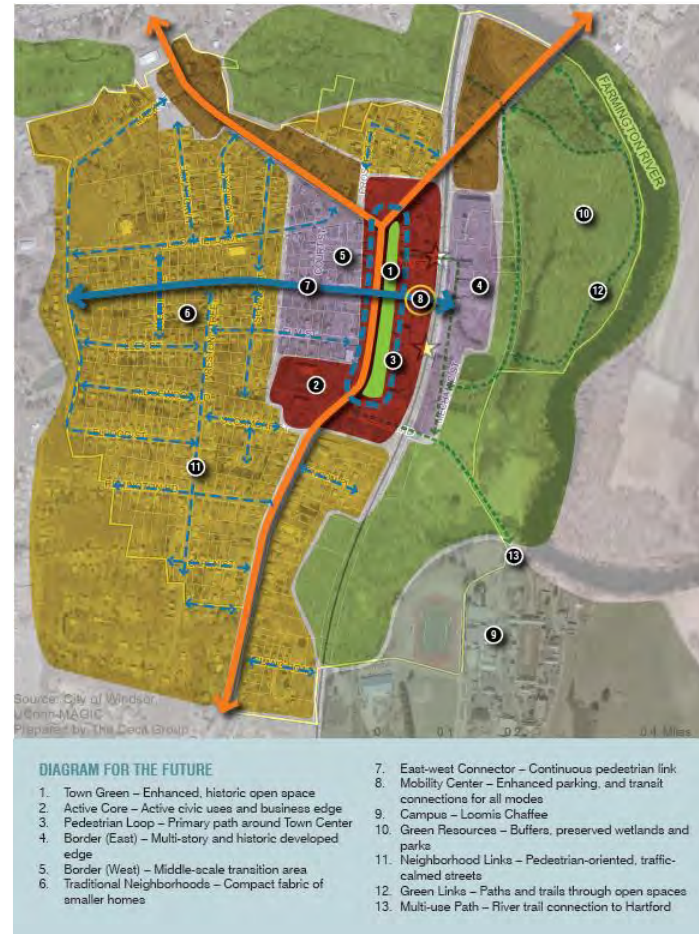
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- Provide a coordinated **implementation strategy**



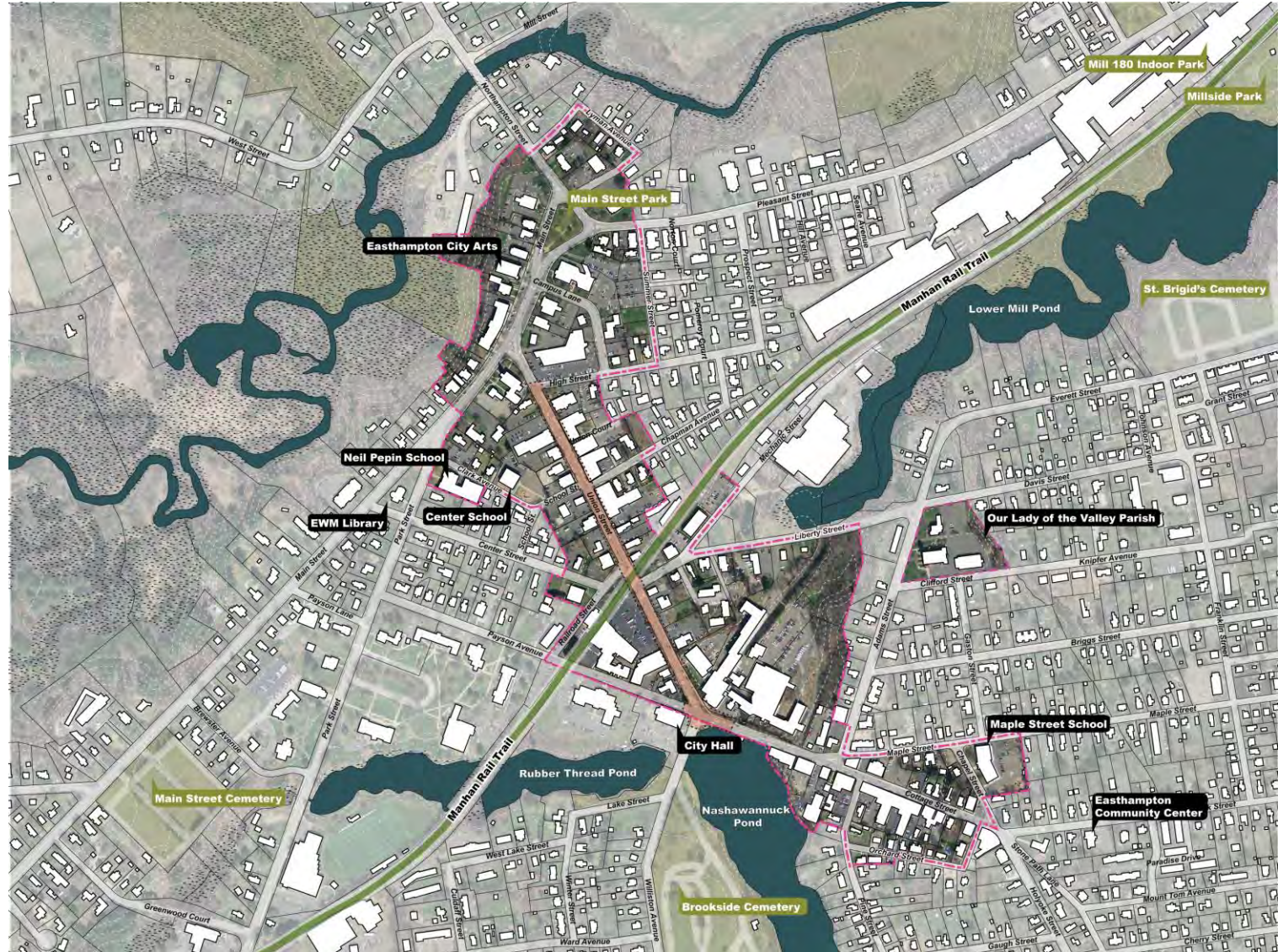
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Planning Study Area

- North - Main Street and Main Street Park
- Union Street and Campus Lane
- South - Cottage Street
- Maple Elementary School and Center/Pepin Elementary School



Planning and Economic Development Context



2002 - Urban Rivers Pleasant Street Mills visioning

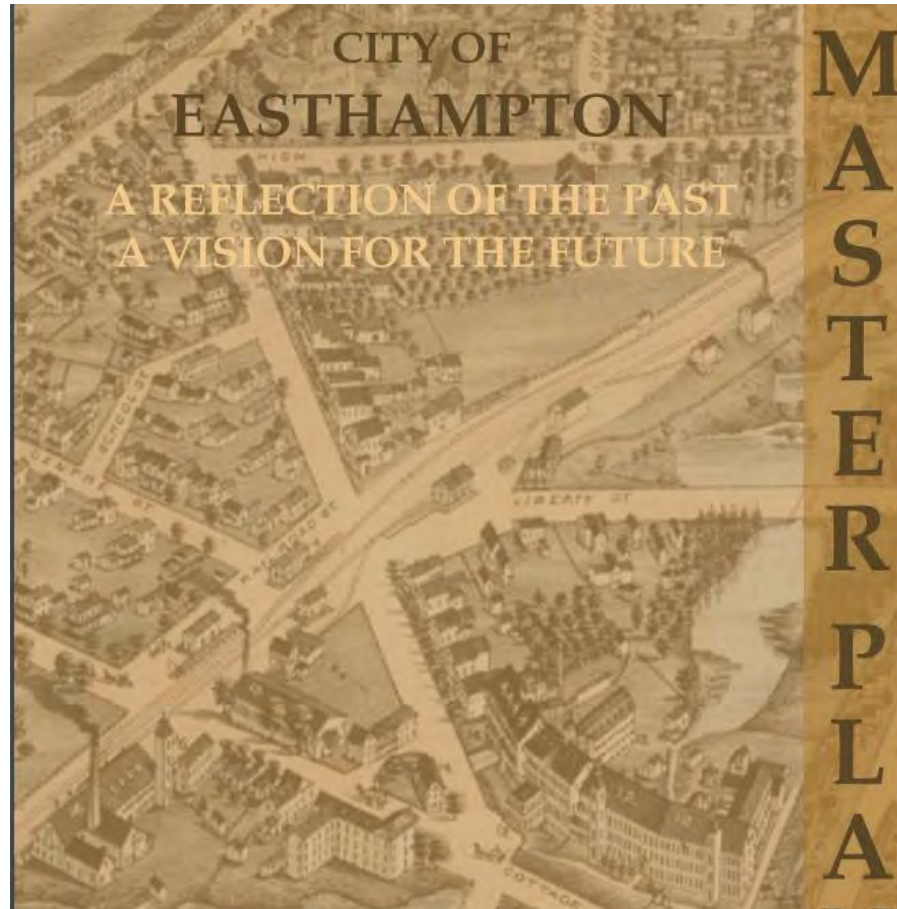


Planning and Economic Development Context

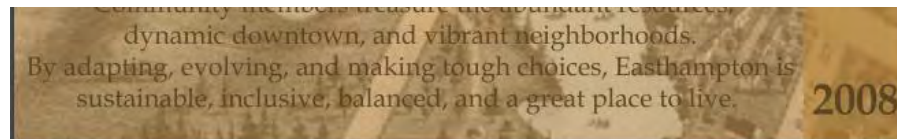


2004 - Manhan Rail Trail opened

Planning and Economic Development Context



2008 - Master Plan adopted

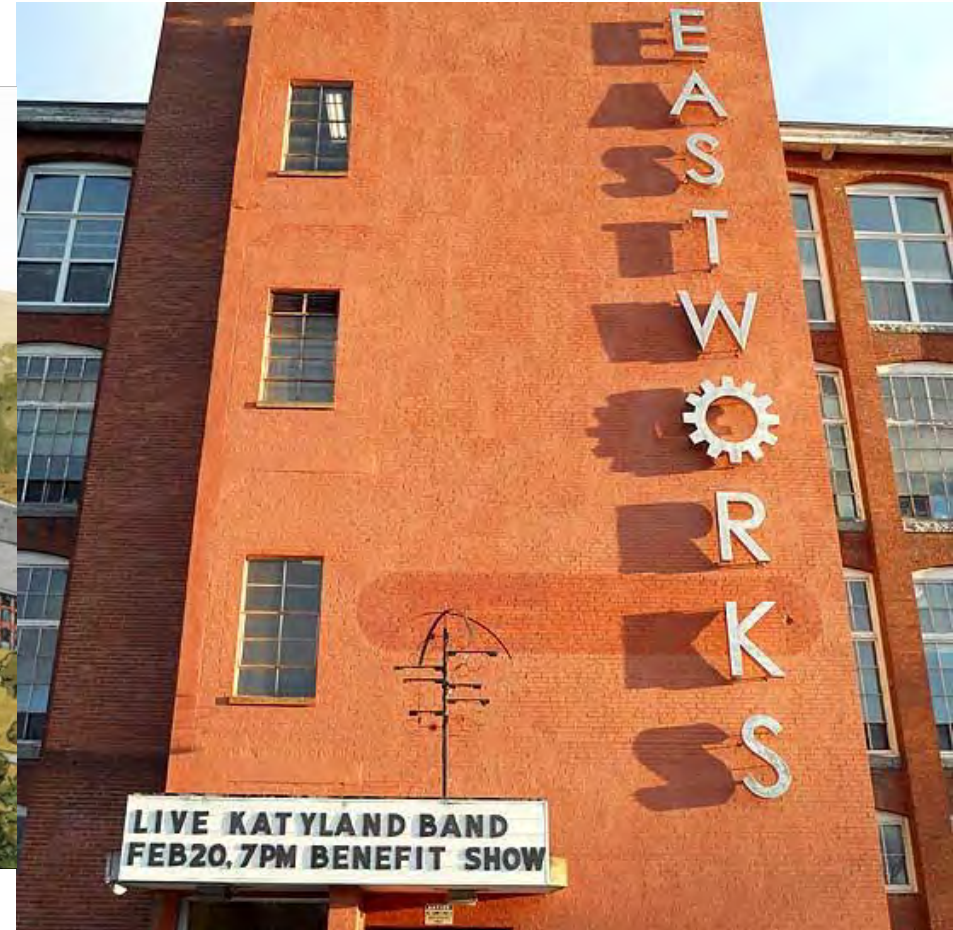


Planning and Economic Development Context



2013 - OSRP & Cottage Street Cultural District established

Planning and Economic Development Context



2014 - Pleasant Street Mills Infrastructure (MassWorks/CPA/Private)



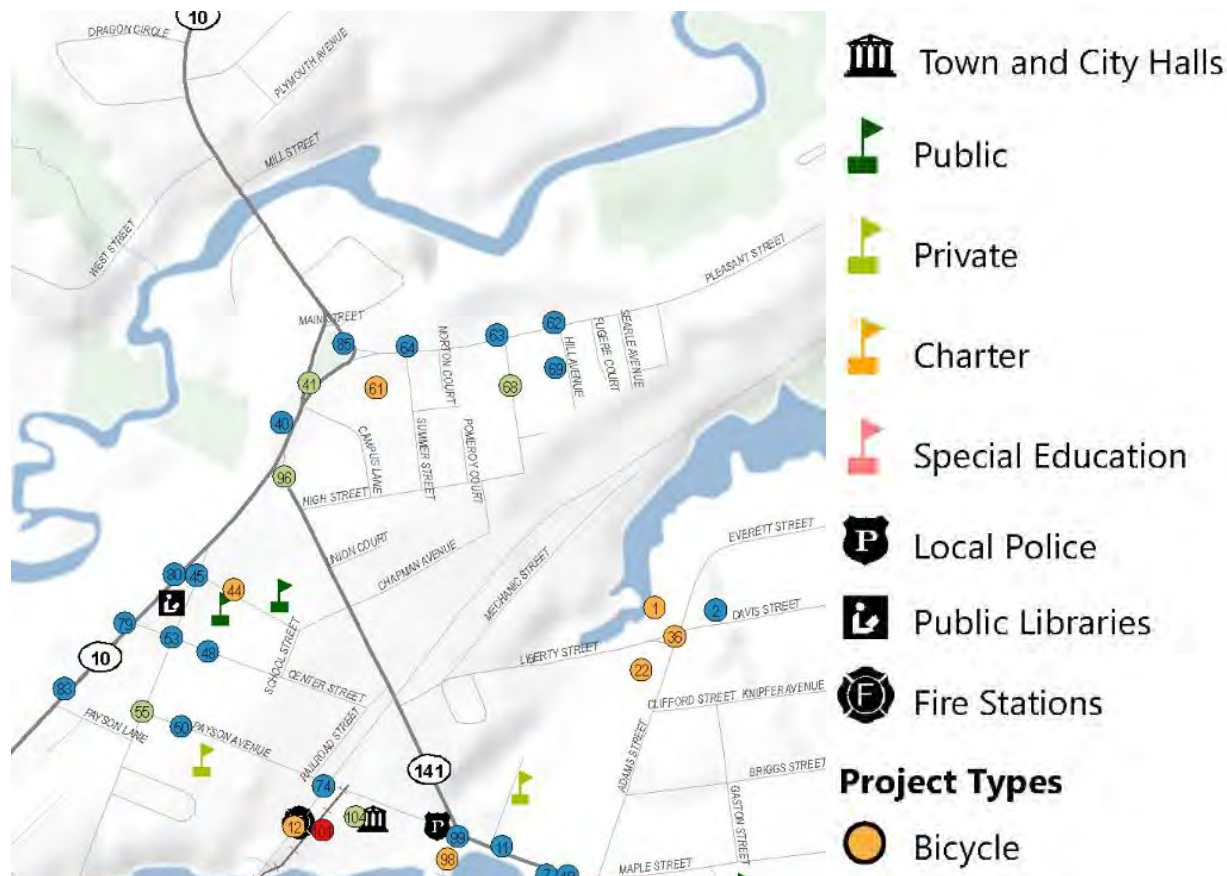
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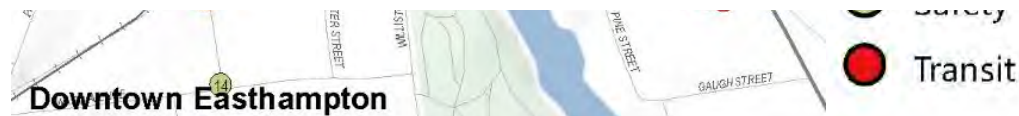
2015 - Nashawannuck Pond board walk (MassWorks/CPA/Public)



Planning and Economic Development Context



2017 - Complete Streets funding awarded

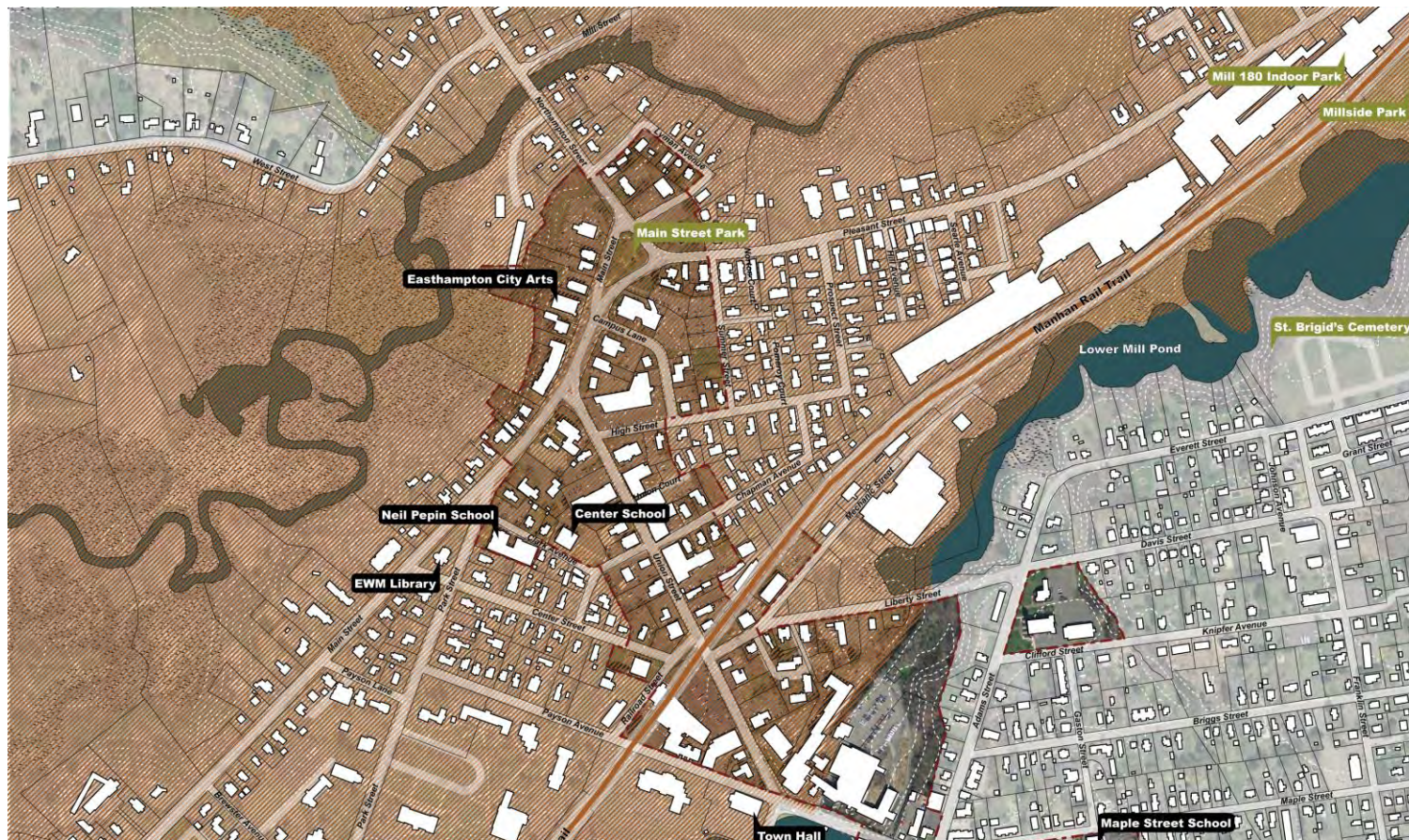


Planning and Economic Development Context



2018 - Ferry Street Infrastructure (MassWorks)

Planning and Economic Development Context



2018 - Opportunity Zone nomination & Housing Choice designation



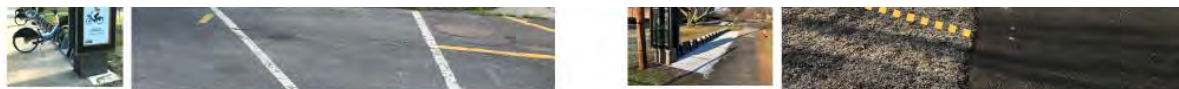
Planning and Economic Development Context

EASTHAMPTON

VALLEY Bike



2018 - Easthampton Bike Initiative



Dann Vazquez on Twitter:
"#NorthamptonMA's new electri..."

Planning and Economic Development Context



2019 - Easthampton Futures Project – Arts and Culture Master Plan



Planning and Economic Development Context



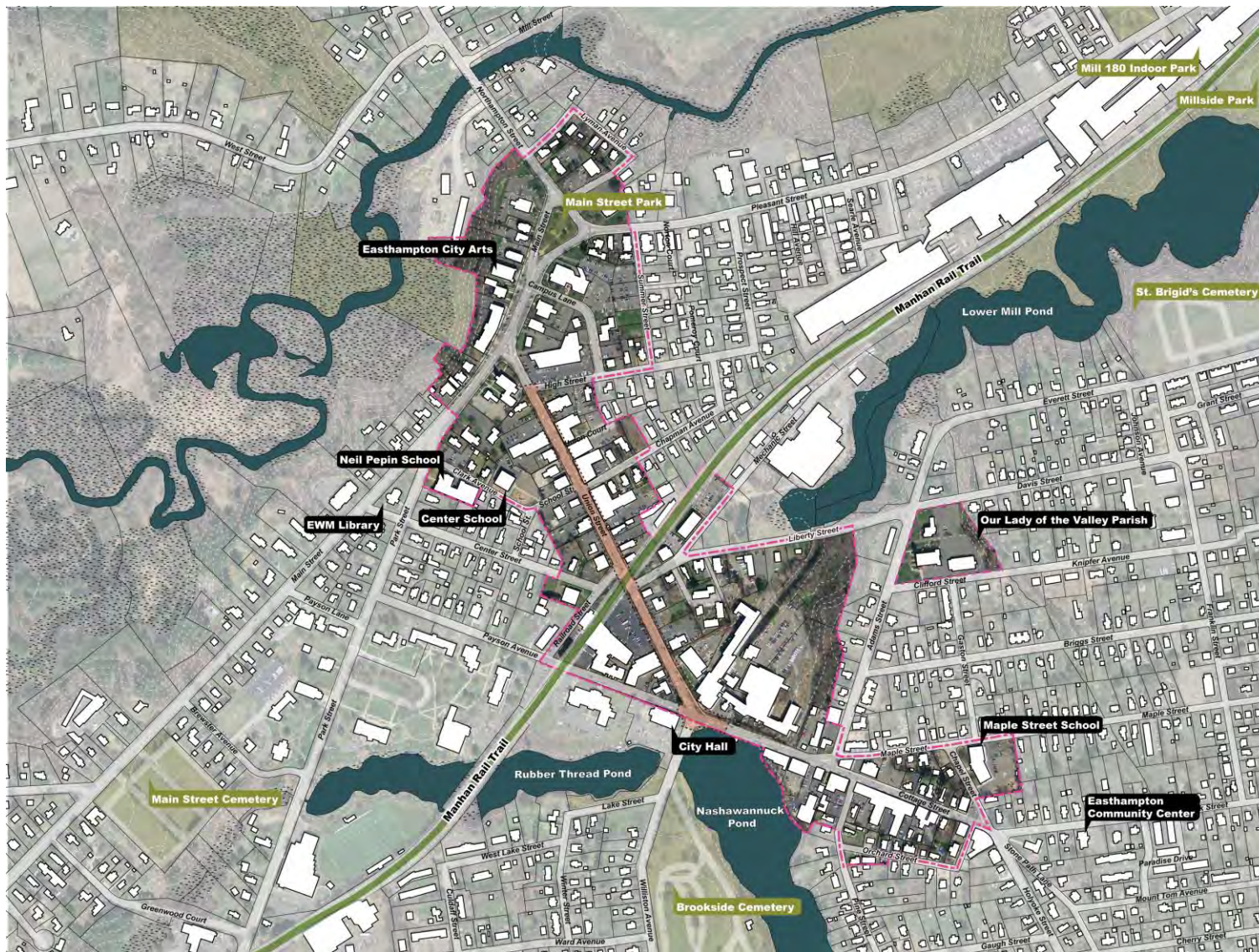
2021-2023 - Union Street reconstruction (TIP)

Planning and Economic Development Context

2022 (Fall) – School Sites available for potential reuse/redevelopment

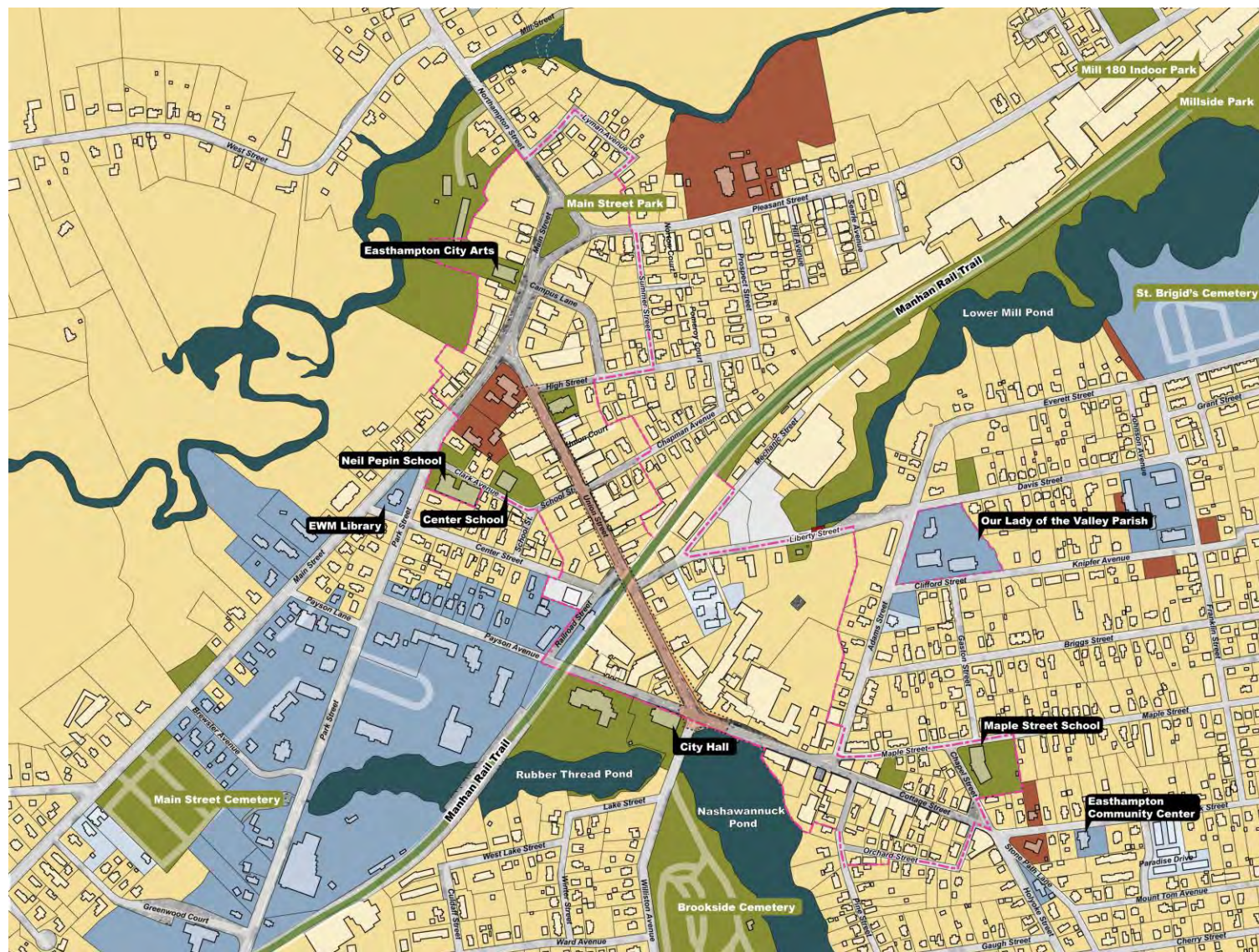
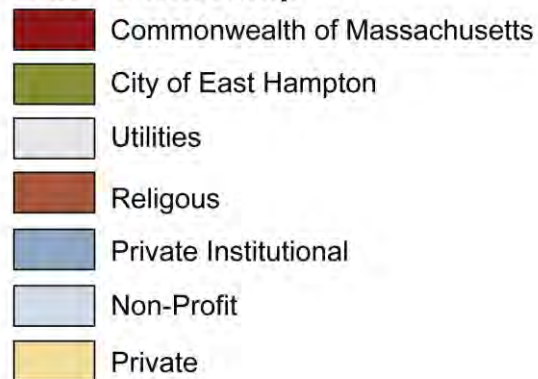
Planning and Economic Development Context

- 2002 - Urban Rivers Pleasant Street Mills visioning
- 2004 - Manhan Rail Trail opened
- 2008 - Master Plan adopted
- 2010 - 40R Smart Growth Zoning adopted
- 2013 - OSRP & Cottage Street Cultural District established
- 2014 - Pleasant Street Mills Infrastructure (MassWorks/CPA/Private)
- 2015 - Nashawannuck Pond board walk (MassWorks/CPA/Public)
- 2017 - Complete Streets funding awarded
- 2018 - Opportunity Zone nomination & Housing Choice designation
- 2018 - Ferry Street Infrastructure (MassWorks)
- 2019 - Easthampton Futures Project – Arts and Culture Master Plan
- 2019 – Valley Bike Share Program
- 2021 - Union Street reconstruction (TIP)
 - Anticipated Construction Duration (Two Construction Seasons: 2021 – 2023)
- 2022 (Fall) – School Sites available for potential reuse/redevelopment
 - Students from Maple Elementary and Center/Pepin Elementary Schools move into the New PK-8 School located at 200 Park Street Easthampton MA



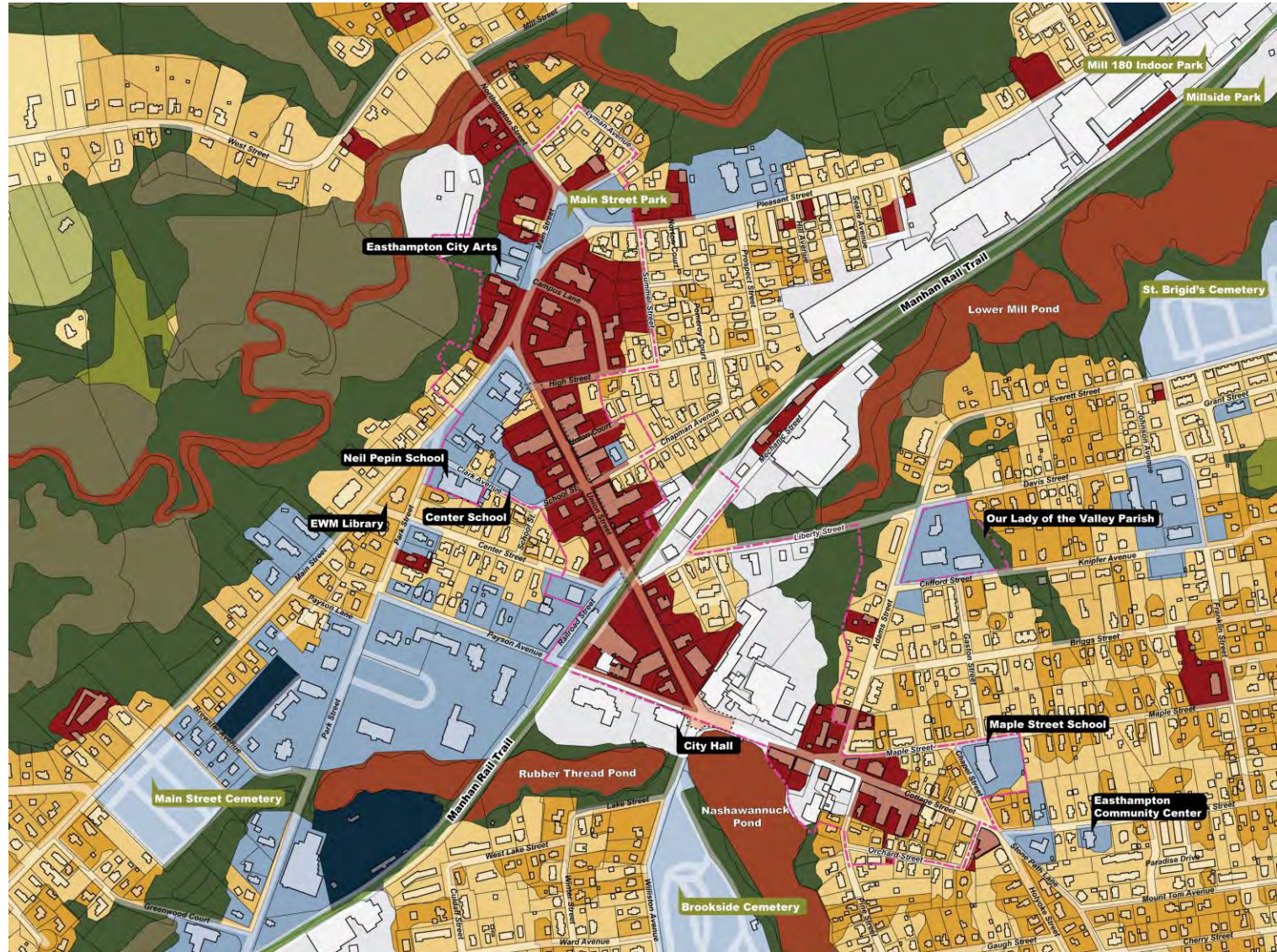
Land Ownership

Land Ownership



Land Use

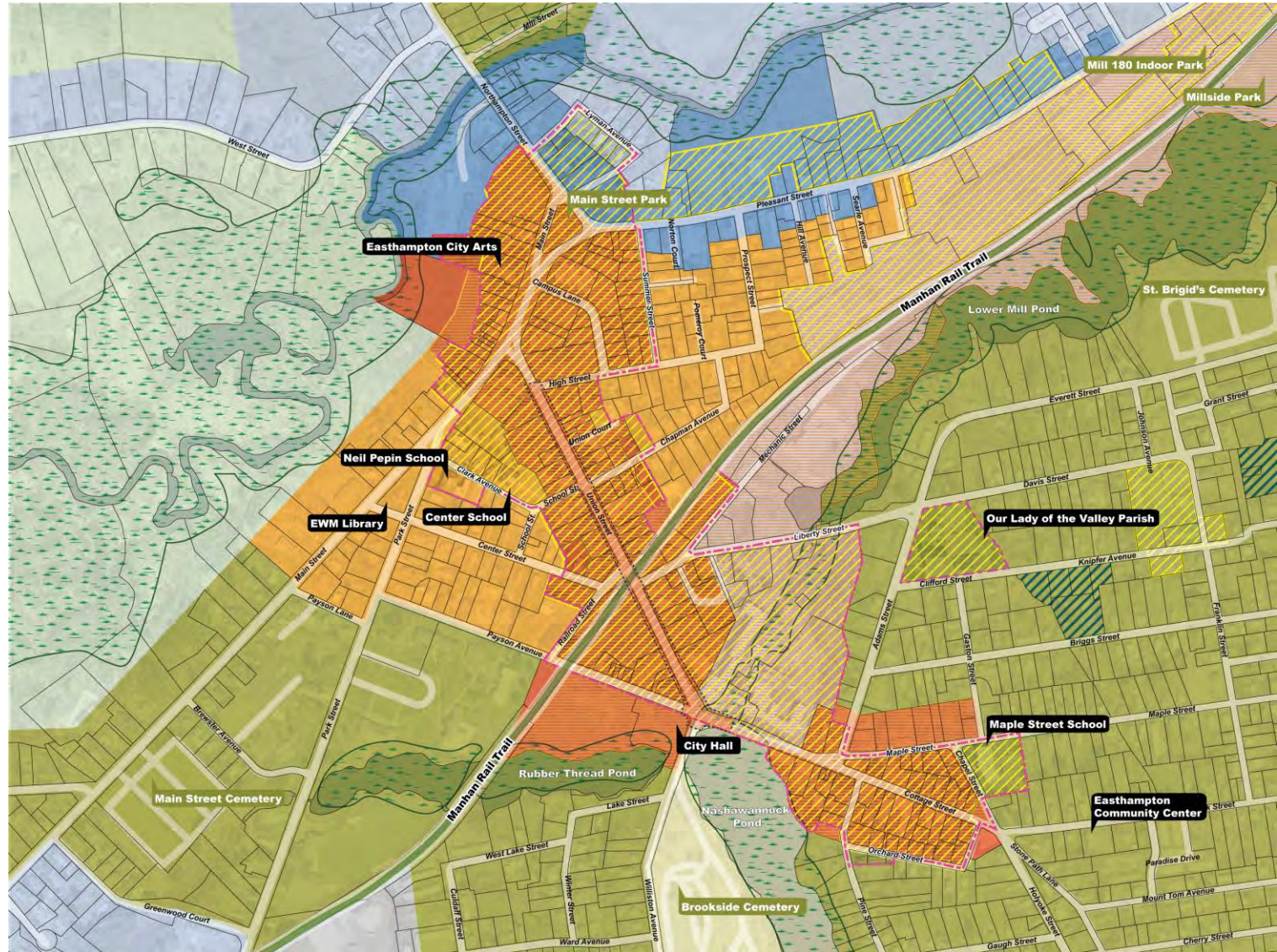
Land Use



Zoning

Zoning

- Downtown Business
- Neighborhood Business
- Mixed Use / Mill Industrial
- Industrial
- Residential - Urban
- Residential - Suburban A
- Residential - Suburban B
- Residential - Rural B
- Residential - Rural C
- Wireless Communications Overlay District
- Flood Plain Overlay District
- Smart Growth 40R Overlay**
- Downtown Mixed Use Sub District
- Traditional Neighborhood Village Sub District
- Massachusetts Opportunity Zone






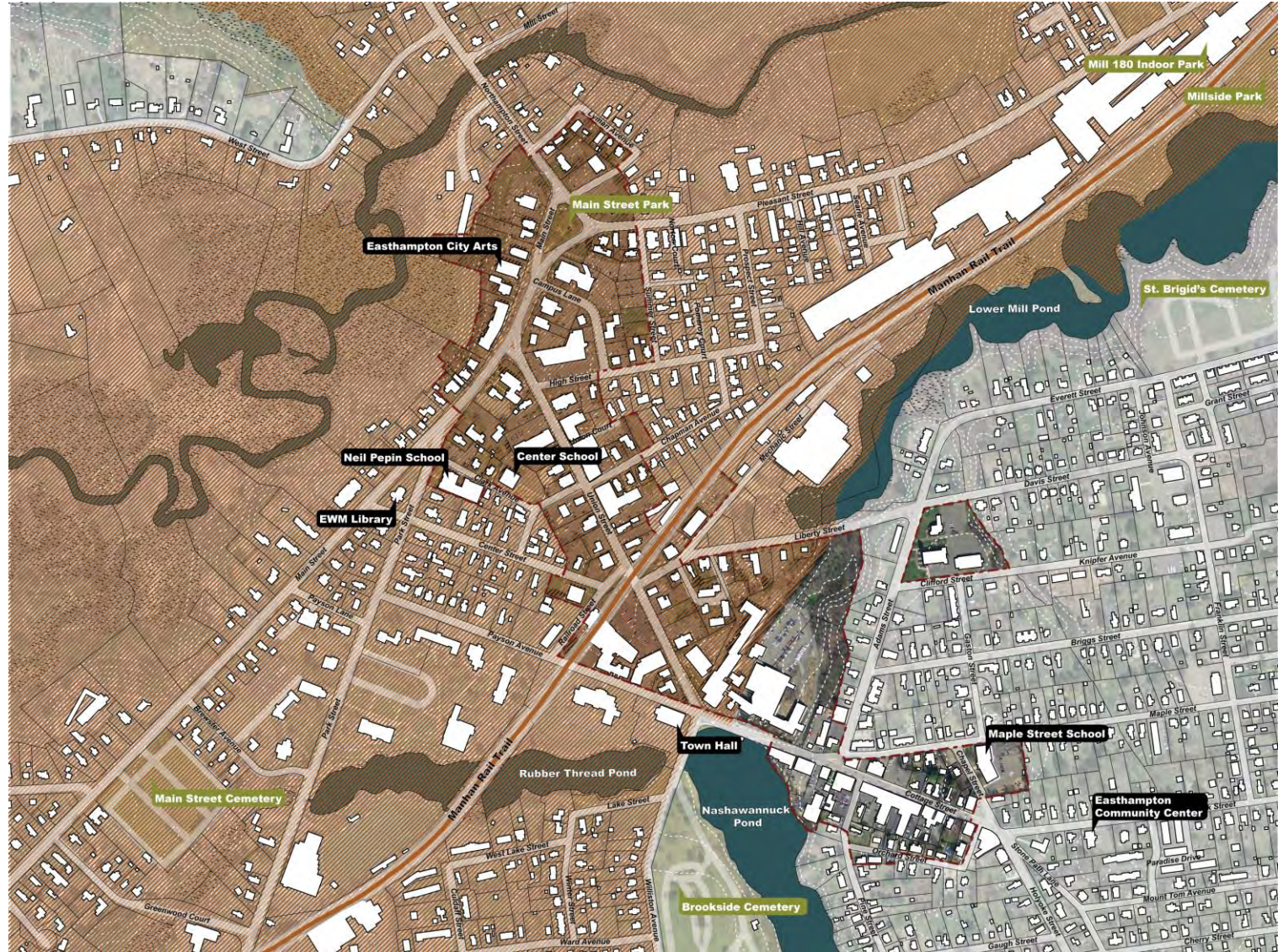
Opportunity Zones

Zoning

-  Downtown Business
-  Neighborhood Business
-  Mixed Use / Mill Industrial
-  Industrial
-  Residential - Urban
-  Residential - Suburban A
-  Residential - Suburban B
-  Residential - Rural B
-  Residential - Rural C
-  Wireless Communications Overlay District
-  Flood Plain Overlay District

Smart Growth 40R Overlay

-  Downtown Mixed Use Sub District
-  Traditional Neighborhood Village Sub District
-  Massachusetts Opportunity Zone



Potential Opportunities

- Keeping the momentum of public and private investment
- Enhancing the historic downtown fabric
- Placemaking with the cultural activities in Downtown
- Leveraging municipal assets in the future



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- Keeping the momentum of public and private investment
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What are the other opportunities within the Downtown Area?



Potential Opportunities and Challenges

- Adapting to real estate economics and market conditions for both adaptive reuse and new construction
- Changing the perceptions of adequate and convenient parking in an increasingly walkable Downtown
- Improving the experience and safety for pedestrians and bicyclists



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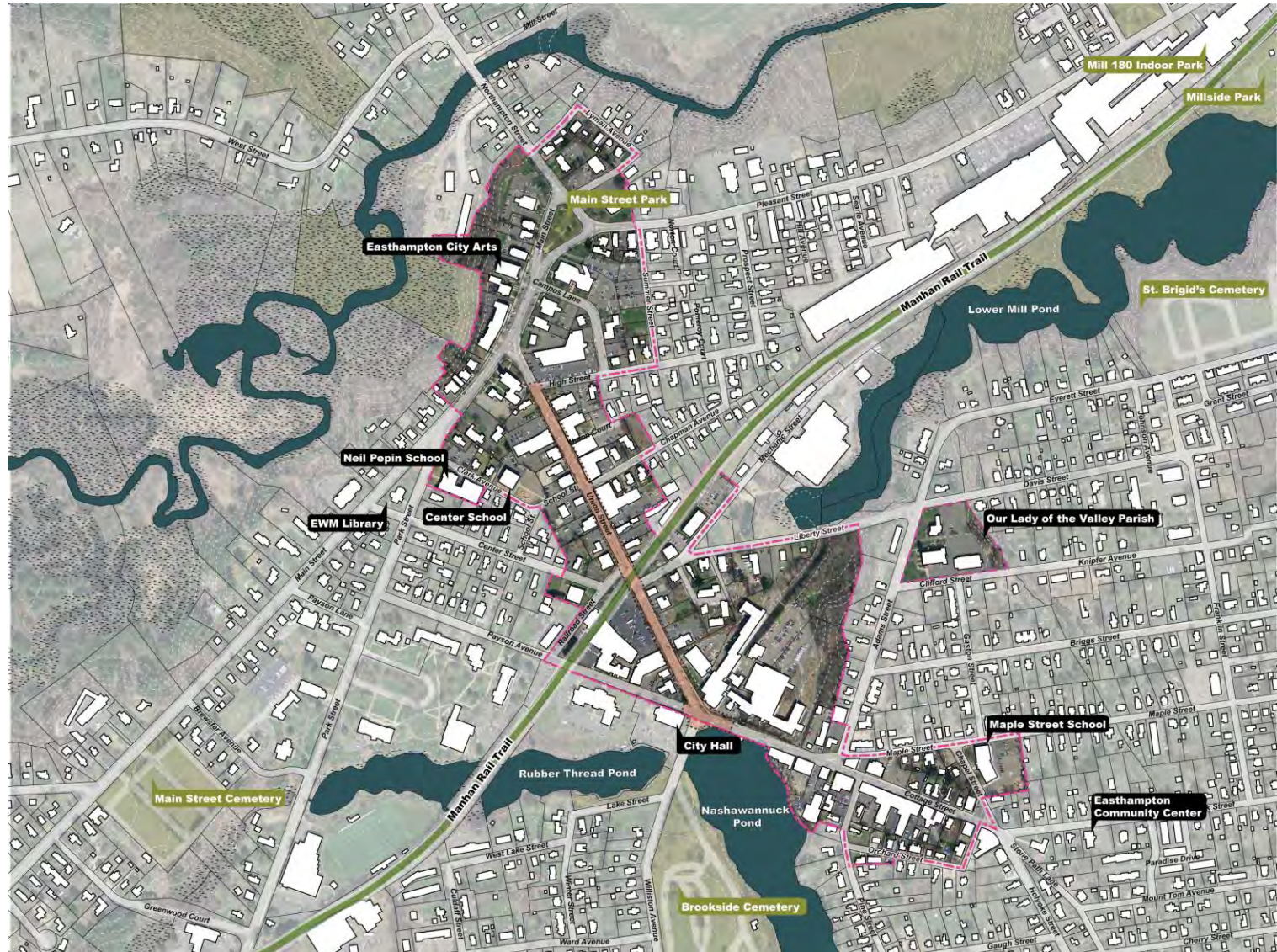


What are the challenges within the Downtown Area?



Next Steps

- Market Analysis
- Parking Inventory
- Stakeholder Interviews
- Upcoming Public Visioning Session



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