

#PlanDowntown
EASTHAMPTON



EASTHAMPTON DOWNTOWN STRATEGIC PLAN

Public Meeting 3 | October 9th, 2019

Harriman | Tighe & Bond | RKG Associates

Agenda

- **Welcome!**
- **Project Overview**
- **Sounding Board Member Perspectives**
- **Community Engagement Feedback**
- **Update on the School Reuse Criteria**
- **Downtown Strategic Plan Recommendations**
- **Next Steps**
- **Open House**

Project Overview



- 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

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
- **Address redevelopment opportunities** and reuse of the municipal assets (Center/Pepin School and Maple Elementary) for their future role in creating a vibrant downtown
- **Examine opportunities for shared parking** to reduce paved surfaces, promote walkability and density
- **Investigate 40R District zoning** to provide impetus to private investment in the Downtown
- Provide a coordinated **implementation strategy**



Sounding Board Member Perspective

Sounding Board Member Perspective

Public Workshop #1

STRENGTHS

What does the area have now that you want to keep?

(Think: If someone were to come to your community tomorrow, what could they find attractive about the location, character, and infrastructure of your downtown area? Things that are a disadvantage now are assets to be changed.)

I want to keep...

I want to keep...

I want to keep...

WEAKNESSES

What does the area have now that you don't want to keep?

(Think: If someone were to come to your community tomorrow, what could they find unattractive about the location, character, and infrastructure of your downtown area? Things that are a disadvantage now are assets to be changed.)

I don't want to keep...

I don't want to keep...

I don't want to keep...

BREAKOUT SESSION 2: OPPORTUNITIES AND CHALLENGES

STRENGTHS

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I don't want to keep...

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It would be great if Center became...

Because...	PRIORITY
	●●●●

It would be great if Pepin became...

Because...	PRIORITY

BREAKOUT SESSION 3: SCHOOL BUILDINGS REUSE DESIRED USES

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It would be great if Maple became...

Because...	PRIORITY

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Help us define criteria that will prioritize desired uses.

PRIORITY
●●●●●

BREAKOUT SESSION 4: SCHOOL BUILDINGS REUSE PRIORITIES AND CRITERIA

PRIORITY



Public Workshop #1

What we heard...

Strengths

- Pond and boardwalk/bike path, waterfront and Cottage Street
- Open space/community space
- Rail trail/bike path

Opportunities

- Increase walkability, bikeability, pedestrian safety
- Reuse of school buildings, old town hall
- Theater Arts Performance Venue, film, dancing, movie theater, downtown art

Weaknesses

- Dangerous sidewalks and bikeways
- Vacant and rundown properties (e.g. Hurry and Scurry)
- Traffic patterns (cut through) plus parking congestion

Threats

- Big box stores, chain stores
- Gentrification, average people can't afford to live here
- Traffic bottle-neck – only one main route through town



Center



Pepin



Maple



Public Workshop #2

- Total of 54 Attendees
 - 13 comment cards returned
- ## What we heard...

Step 1:

I want to know....

What questions do you have after working through the group exercises?
What information is not clear?
What questions do you have for the planning team?

how will general community continue to have influence during implementation phases

I want you to know....

What did you discover while working through the group exercises?
What do you know about the Downtown that we should know?

- City doesn't need more parking - just more efficient/planned use of existing parking area
- Young, artist/creative individuals generated Easthampton renaissance - we need to continue to support them

Please complete this card and put it in the survey box before you leave

Thank you!

City will need more effective/in charge working relationship

Step 2:

For me, Easthampton Downtown is...

becoming an attractive destination for city residents and visitors - Don't tip the balance too far in favor of visitors

In 2030, it will be....

hopefully not too expensive for typical residents, our children, do afford to live in

Please complete this card and put it in the survey box before you leave

Thank you!

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1. STRATEGIC INFILL



PROS	CONS
1. Can be achieved quickly	1. Limited intervention/impact
2. Strategic infill focused on creating better pedestrian environment	2. Does not leverage the mixed use potential of the site
3. Opportunities for economic growth	
4. Opportunities for active and vibrant Union Street	

WHAT ARE YOUR THOUGHTS?

Land Uses:

Open Spaces & Streetscape:

Transportation & Access (Parking):

2. REVITALIZATION



PROS	CONS
1. Appropriately scaled	1. May require incentives and additional resources to spur redevelopment on large parcels
2. Diverse uses with access to rail trail	
3. Addresses affordability	
4. Mix of diverse uses to fill vacant and parking areas	

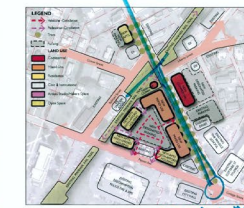
WHAT ARE YOUR THOUGHTS?

Land Uses:

Open Spaces & Streetscape:

Transportation & Access (Parking):

3. REDEVELOPMENT



PROS	CONS
1. Addresses affordability	1. Will require advocacy and incentives to spur redevelopment
2. Diverse uses with opportunity for active and vibrant Union Street	2. Scale of development will require significant development effort
3. Increase pedestrian activity	3. Union Street requires less of parking required for a library? a bike?
4. Mix of diverse uses to fill vacant and parking areas	

WHAT ARE YOUR THOUGHTS?

Land Uses:

Open Spaces & Streetscape:

Transportation & Access (Parking):

LEGEND



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LOWER UNION STREET SUBAREA

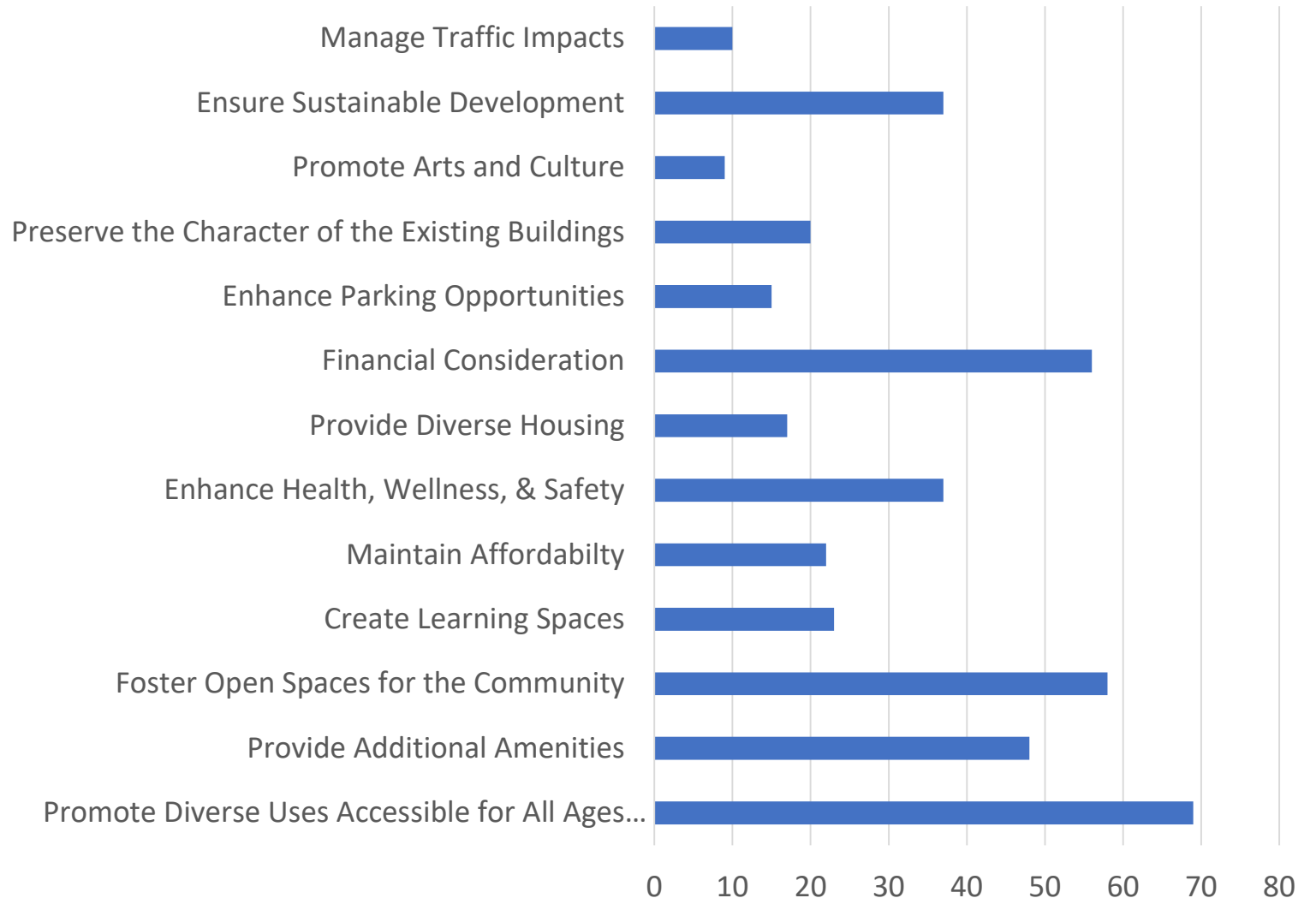
EASTHAMPTON DOWNTOWN STRATEGIC PLAN: PUBLIC WORKSHOP #2 | July 13, 2019

Jeff R.

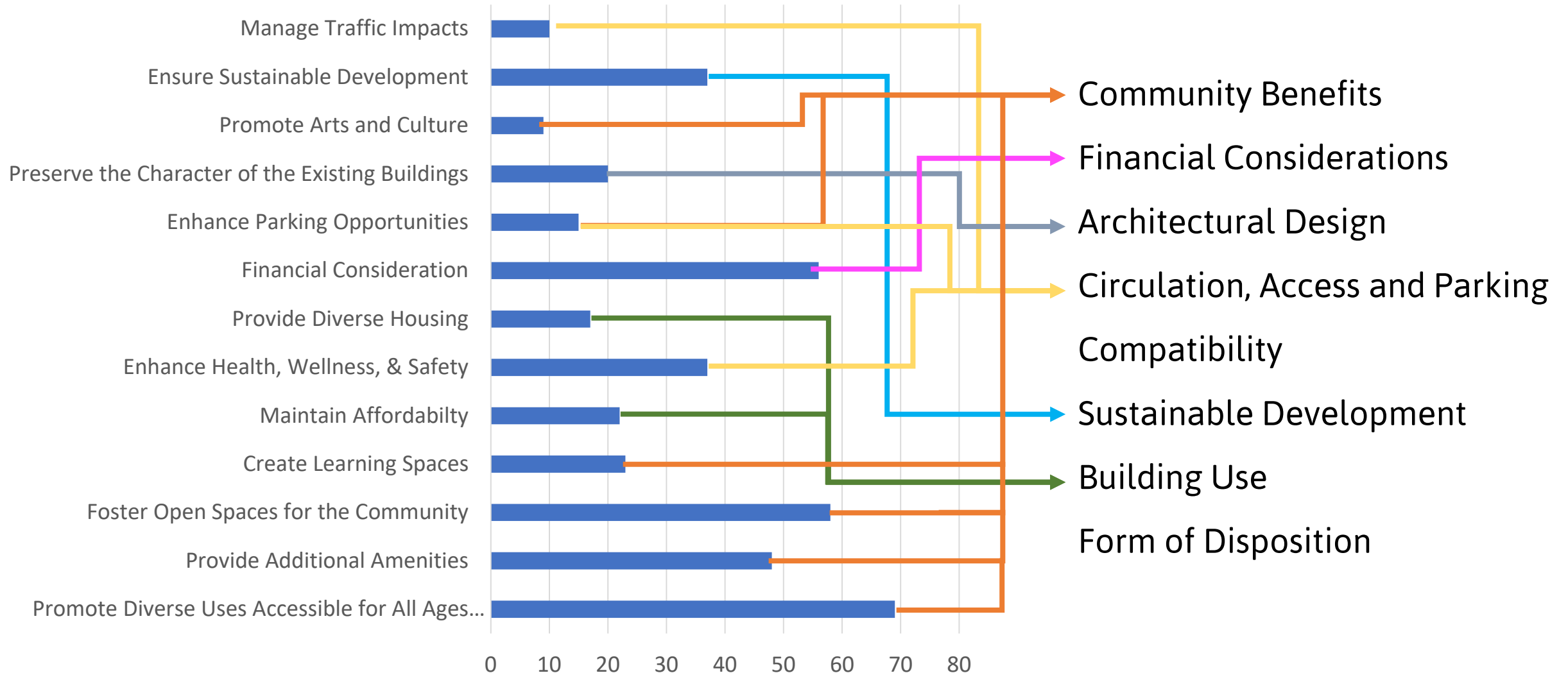


Criteria to Prioritize Desired Uses for the Schools

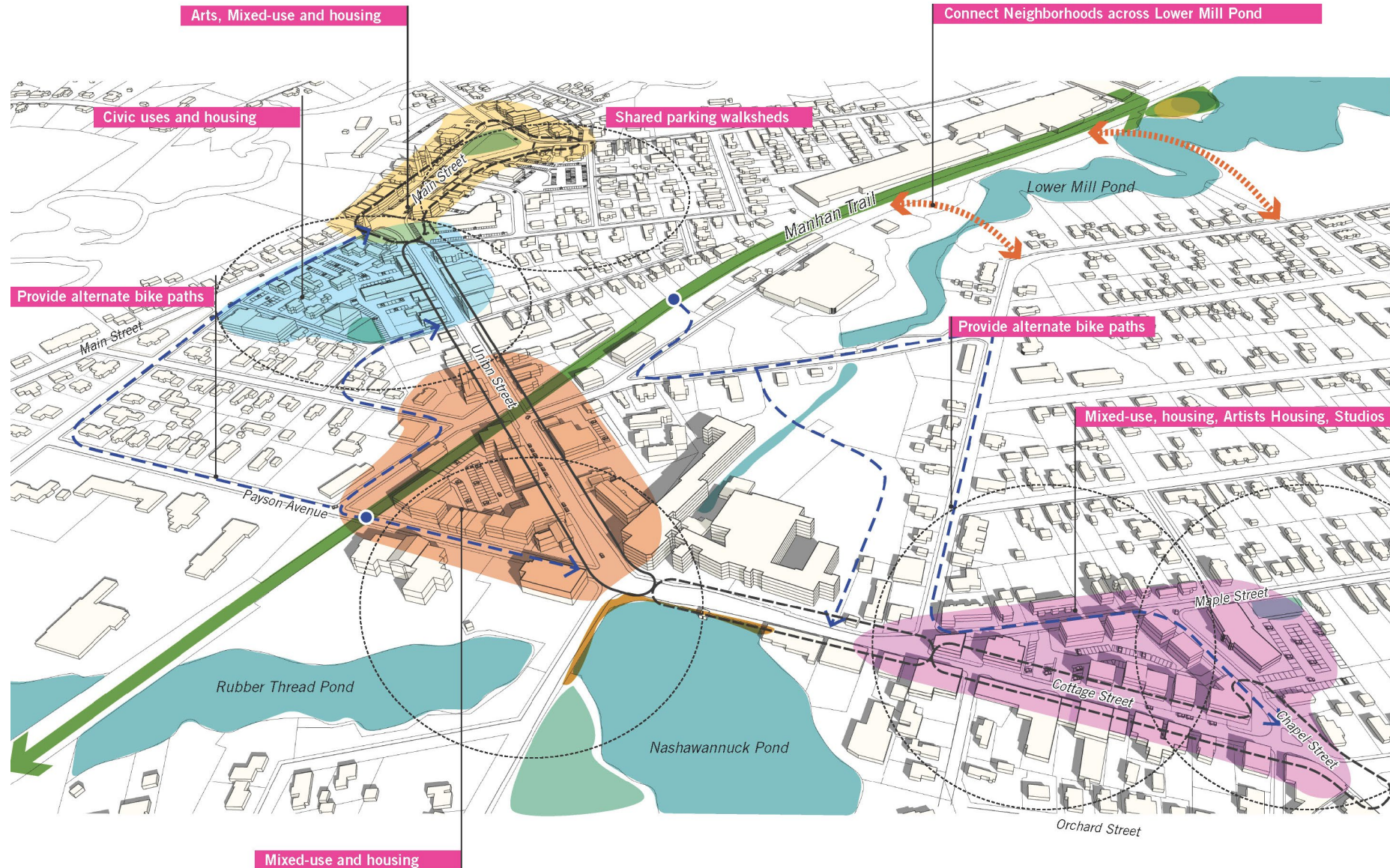
- Total 119 Comments
- Categorized in 14 Broad Themes
- Community Benefits as the highest voted priority
 - Spaces accessible to all ages from teens, youth to seniors and across all income groups
 - Additional Amenities, Open Spaces and Learning Spaces for the Community
 - Potential of the Schools to Increase Tax Base



How is community feedback incorporated in the draft criteria?

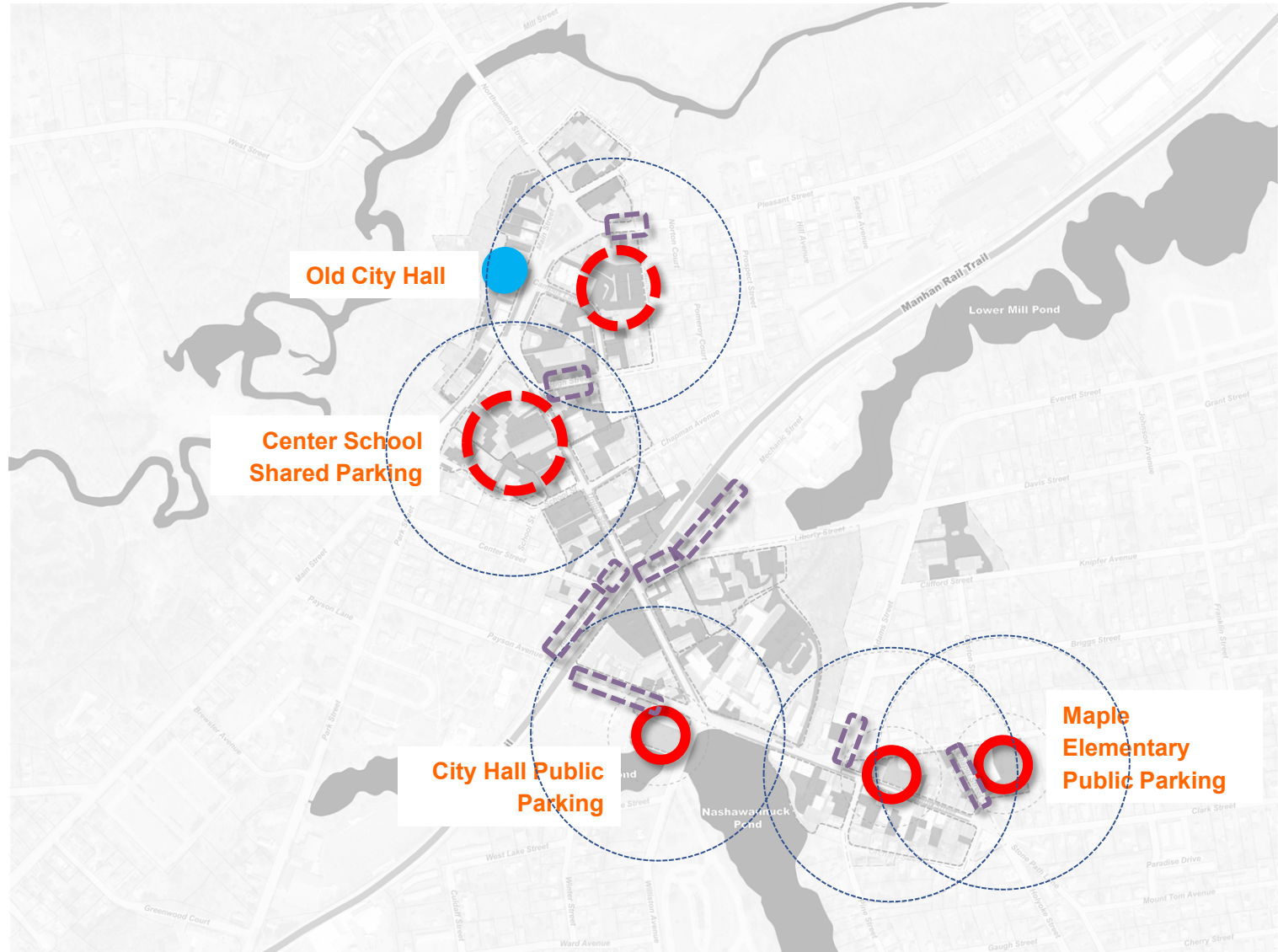


Key Recommendations – Downtown



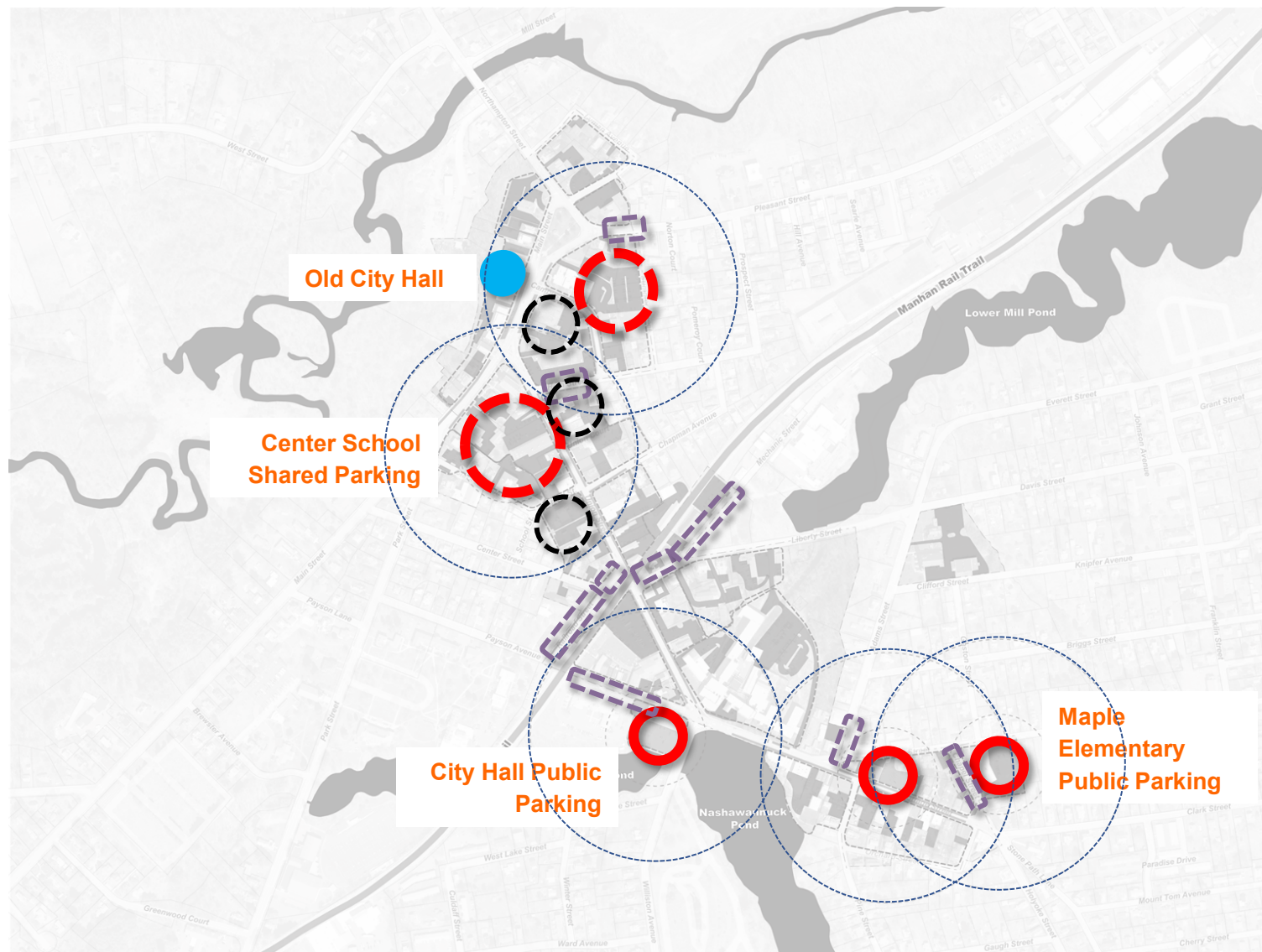
Key Recommendations – Parking

- Identify additional on street parking opportunities on side streets
- Main Street –
 - Shared parking arrangement with ESB
- Union+ Main –
 - Shared parking arrangements between parcels around Rite Aid with City contributing from Centre School parcel
- Lower Main –
 - Promote wayfinding and signage for the City Hall lot
- Cottage Street –
 - Additional public parking on the Maple Street Elementary lot



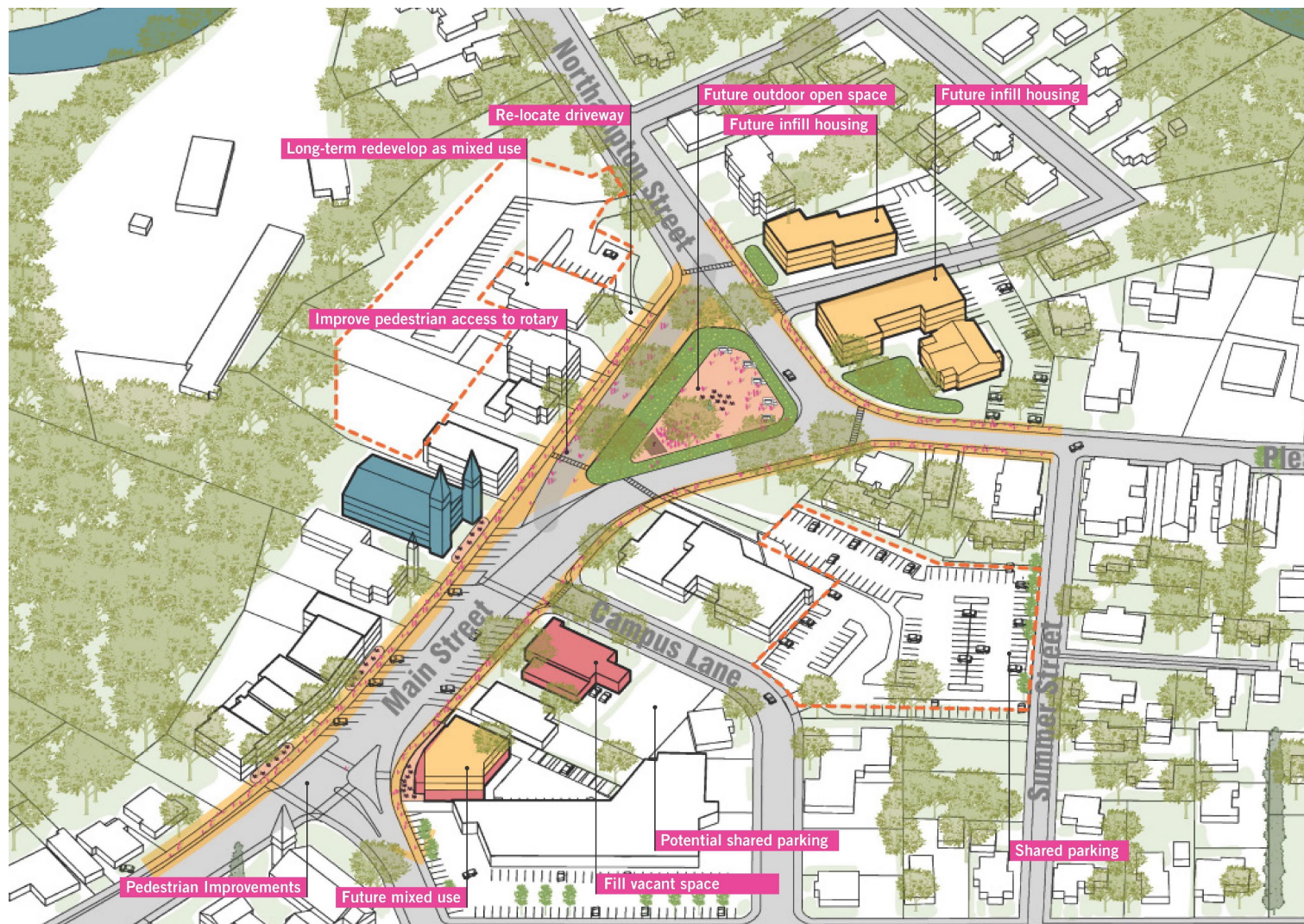
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Main Street Subarea – Key Recommendations

- Land Use
 - Residential and mixed-use infill
 - Fill vacant spaces with active uses
 - Foster arts and entertainment uses
- Open Space/Streetscape
 - Pedestrian Improvements
 - Reclaim Rotary as Public Open Space
- Transportation, Access and Parking
 - Shared parking to activate Old Town Hall
 - Examine long-term transportation improvements for Main Streets and Route 10



Main +Union Subarea – Key Recommendations

- Land Use

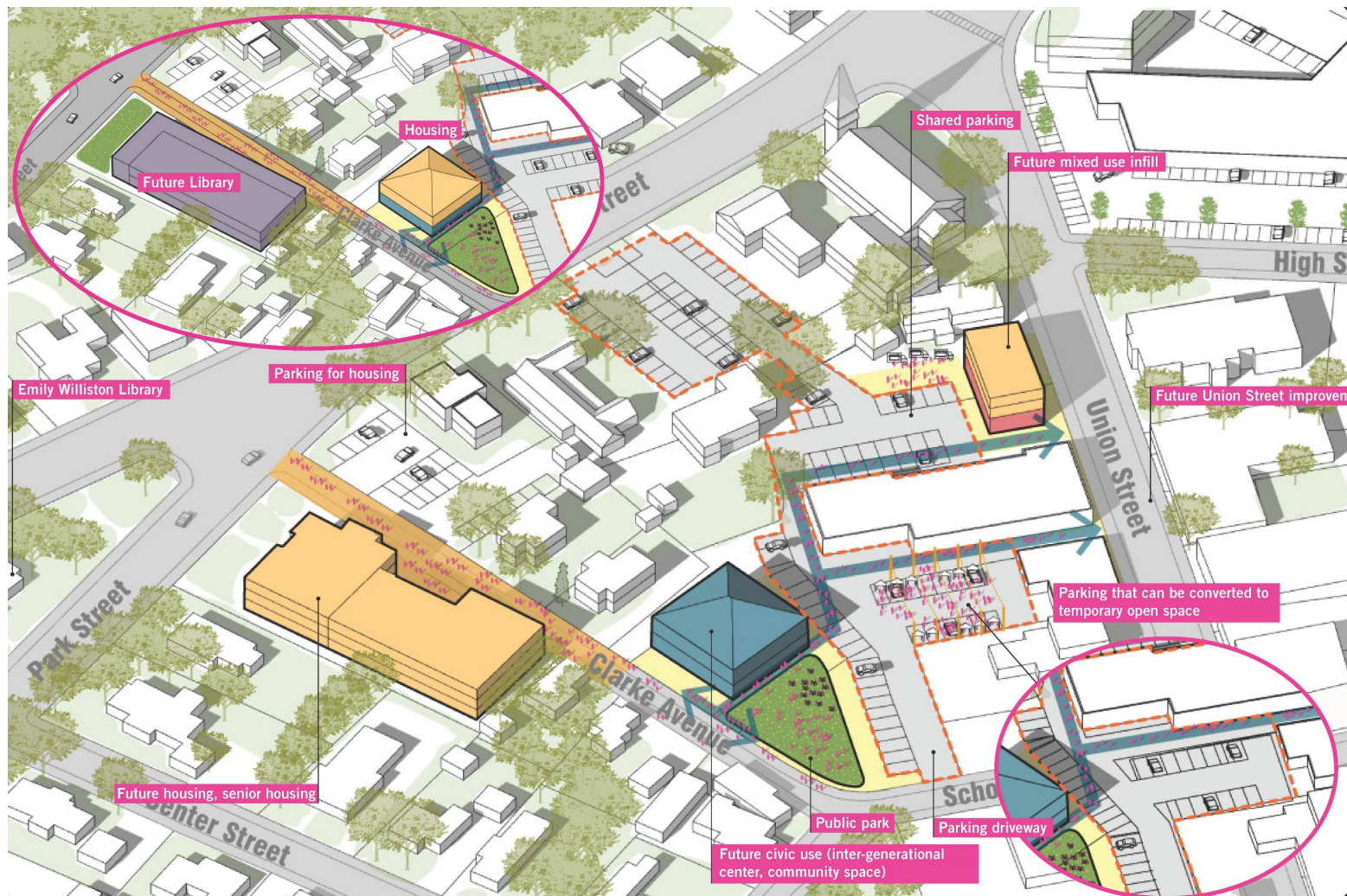
- Civic and housing focus to reinforce Downtown
- Center School as Intergenerational Center with community space
- Pepin School as housing or senior housing
- Infill opportunities along the Union Street to strengthen Union Street frontage

- Open Space/Streetscape

- New Park at the Clark Street and School Street
- Temporary placemaking opportunities to enliven the area

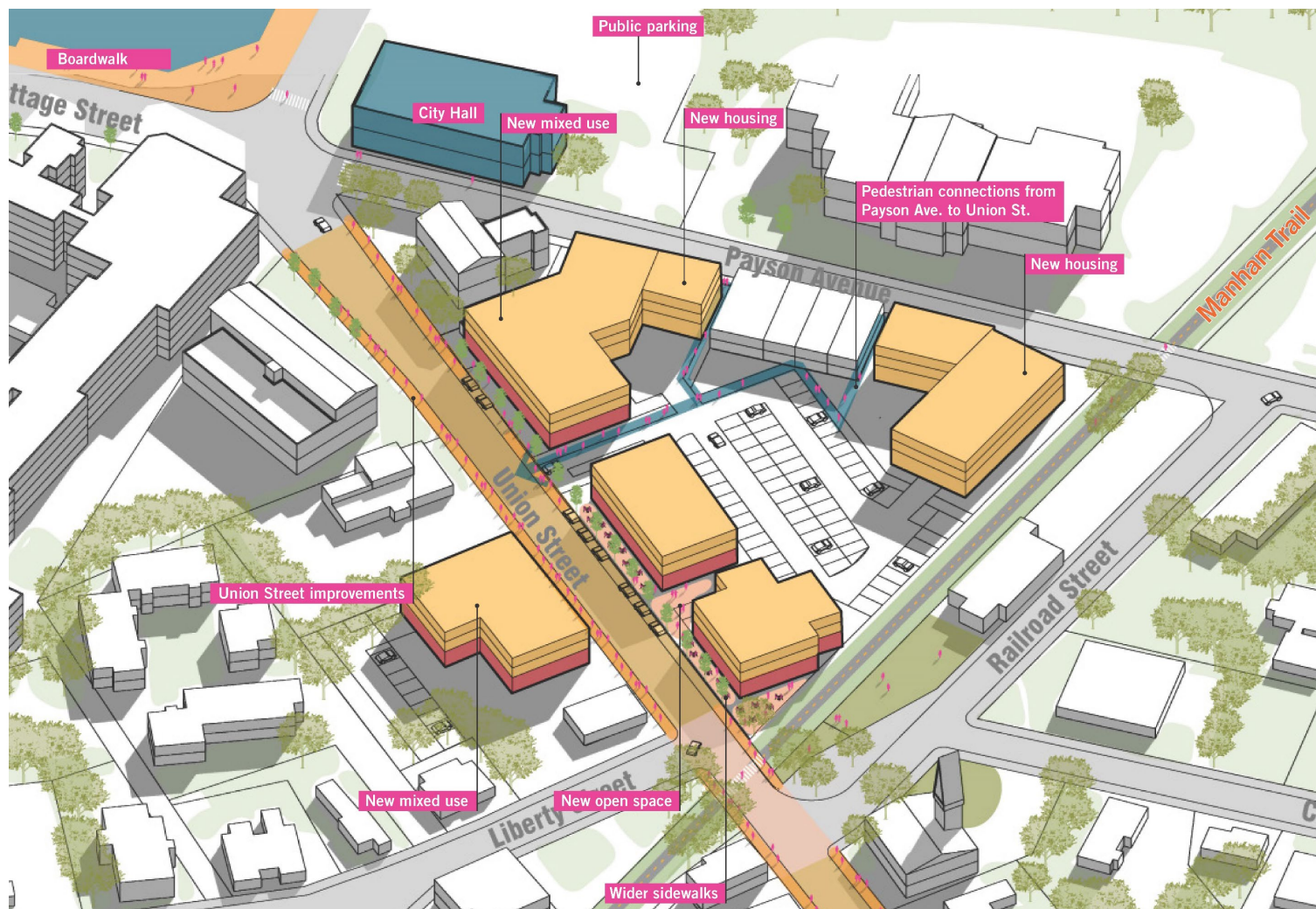
- Transportation, Access and Parking

- Shared parking including public parking contribution by the City
- Clark Avenue as pedestrian-oriented street
- Remove fences to allow pedestrian connections



Lower Union Street - Key Recommendations

- Land Use
 - Mixed use redevelopment
 - Additional mixed use infill opportunities
- Open Space/Streetscape
 - Improved pedestrian environment with wider side walks and street landscape
- Transportation, Access and Parking
 - Encourage mid-block pedestrian connectivity
 - Balance the parking needs of the mix of uses
 - Incorporate on-street parking during redevelopment



Cottage Street – Key Recommendations

- Land Use

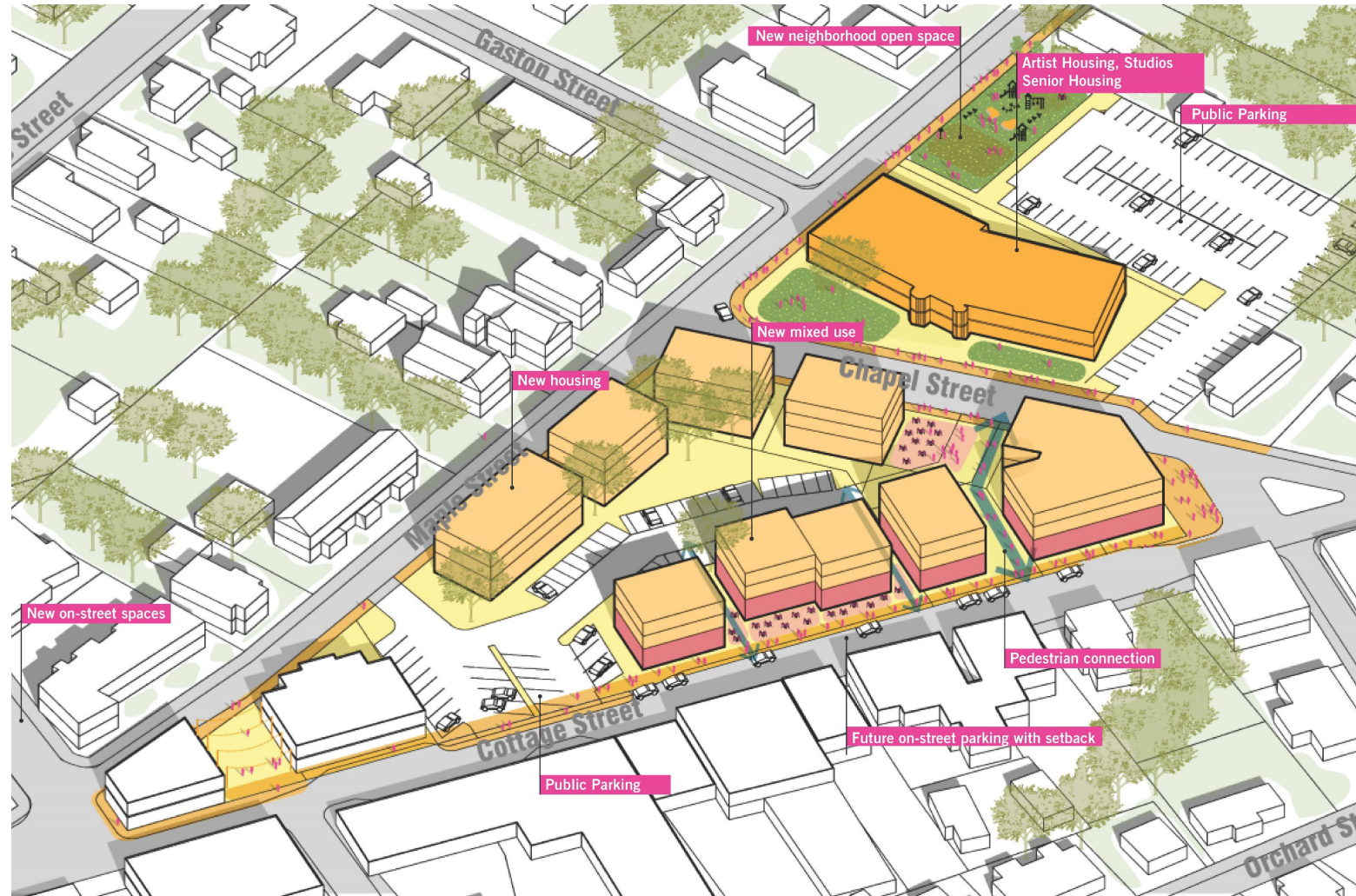
- Mixed use infill development appropriate to the scale of the Cottage Street
- Choice of different land uses in Maple School – housing, senior housing, artists housing and studios

- Open Space/Streetscape

- Neighborhood-focused open space along Maple Street
- Pedestrian improvements
- Mid-block pedestrian connections

- Transportation, Access and Parking

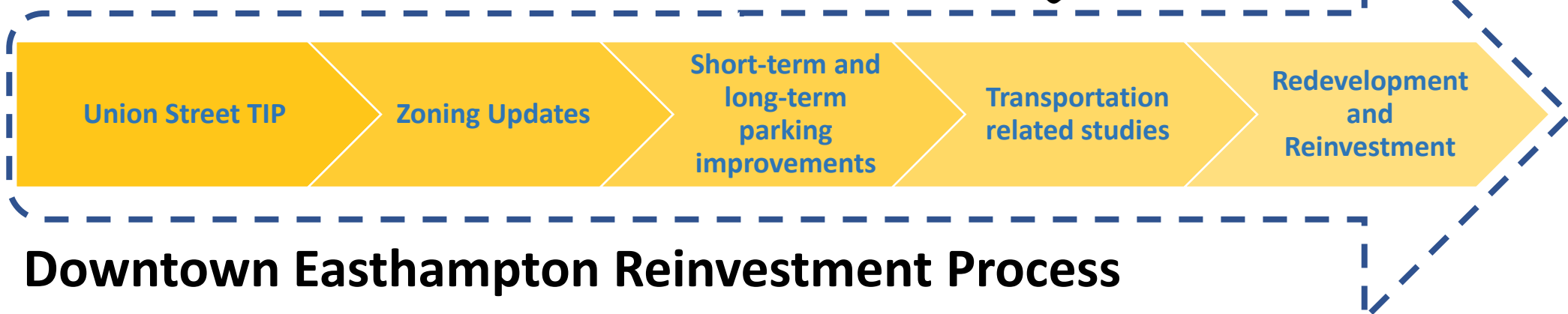
- Maintain the narrow character of Cottage Street
- Public parking in Maple School Lot –short-term and long-term
- Make Cottage Street safe for pedestrians and visitors



Next Steps



Reuse and Redevelopment of School Buildings



An aerial photograph of a town, likely Harriman, Tennessee, with a large mountain in the background. The town features various buildings, including a large brick building in the foreground, and a parking lot with several cars. The image is overlaid with a blue tint and the text "Open House" in large yellow letters.

Open House

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