# #Plan Downtown

## **Main Street Area**

#### **Land Use**

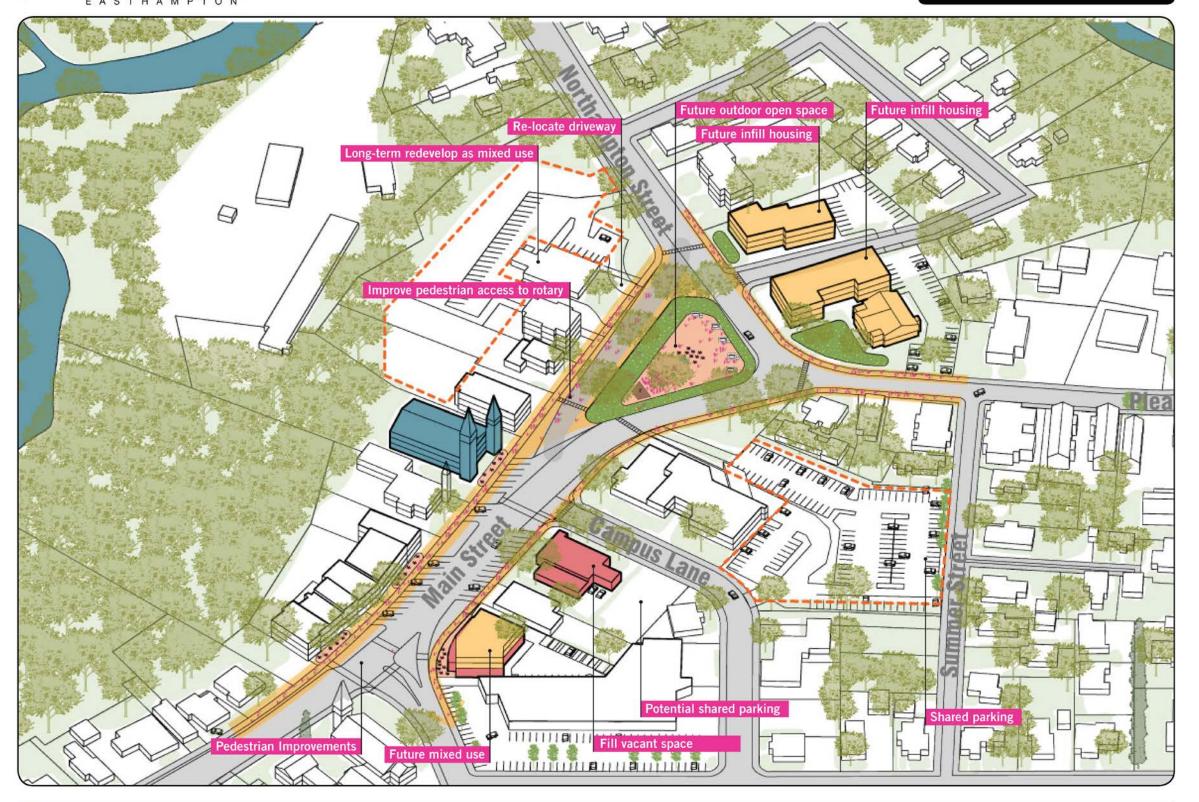
- Promote housing uses near the Rotary (Mayher Fountain and Park)
- Encourage future infill housing in the Massage School and the D&D Auto Parts Parcels
- Promote mixed-use closer to Union Street
- Redevelop the vacant Moriarty parcel for future
- Fill the Bank of America building with an active
- Foster arts and entertainment uses with the Old Town Hall as an anchor

## **Open Space / Streetscape**

- **Encourage use of the Rotary (Mayher Fountain** and Park) for public art exhibits and outdoor
- Improve pedestrian access to the Rotary (Mayher Fountain and Park)
- Improve the pedestrian environment along Main Street with wider sidewalks, narrow pedestrian crossings, road diet, pedestrian and bicycle improvements, and traffic calming

### **Transportation, Access, and Parkir**

- Implement shared parking arrangements associated with the Old Town Hall performing arts and the community space project
- Study Main Street for future complete streets and transportation-related improvements
- **Explore Main Street x Route 10 intersection** reconfiguration as a T-intersection to reclaim the Rotary as an accessible public open space



**EASTHAMPTON DOWNTOWN STRATEGIC PLAN - OPEN HOUSE** 

# #PlanDowntown

# Main Street x Union Street Area

#### **Land Use**

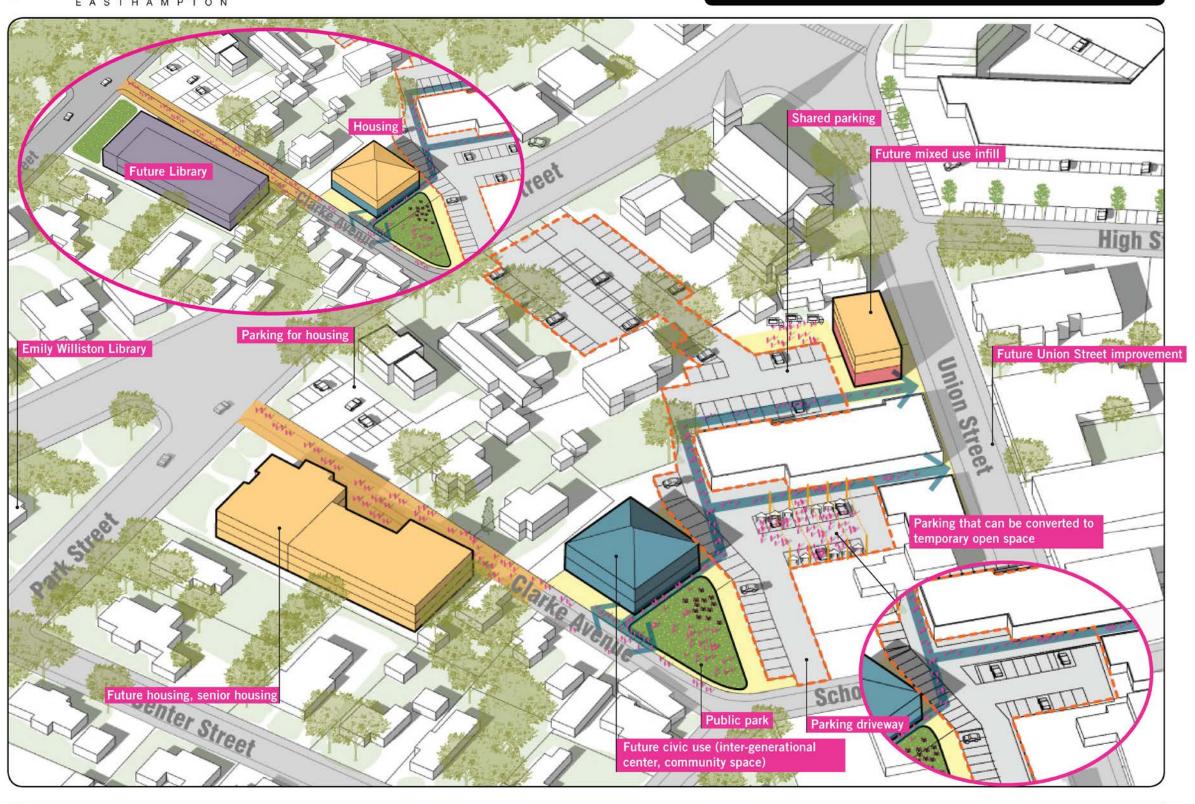
- Promote a mix of residential, senior housing and civic uses to reinforce the existing Downtown
- Promote a mix of civic uses that include an intergenerational center and community space with the adaptive re-use of the Center School building
- 3 Encourage redevelopment or adaptive re-use of the Pepin school building as housing or senior housing, including affordable units
- Support additional mixed-use redevelopment along Union Street, especially on the Rite Aid commercial lot

### **Open Space / Streetscape**

- Create a public open space at the corner of Clark and School street; look for opportunities to add more green space
- 2 Encourage place-making with temporary events and flexible outdoor spaces with the support of the surrounding property owners

## **Transportation, Access, and Parkir**

- Promote Clark Street as a pedestrian-oriented street with limited vehicular access (emergency vehicles and service/ADA access)
- (2) Keep Park Street open to general traffic
- Create pedestrian connections from Clark Street to Union Street across existing parking lots
- Reconfigure existing parking lots inside the blocks for shared parking, and contribute additional public parking spaces
- Promote shared parking and collaborate with the surrounding property owners and institutions to initiate the shared parking strategy



**EASTHAMPTON DOWNTOWN STRATEGIC PLAN - OPEN HOUSE** 

# #Plan Downtown

# **Lower Union Street Area**

### **Land Use**

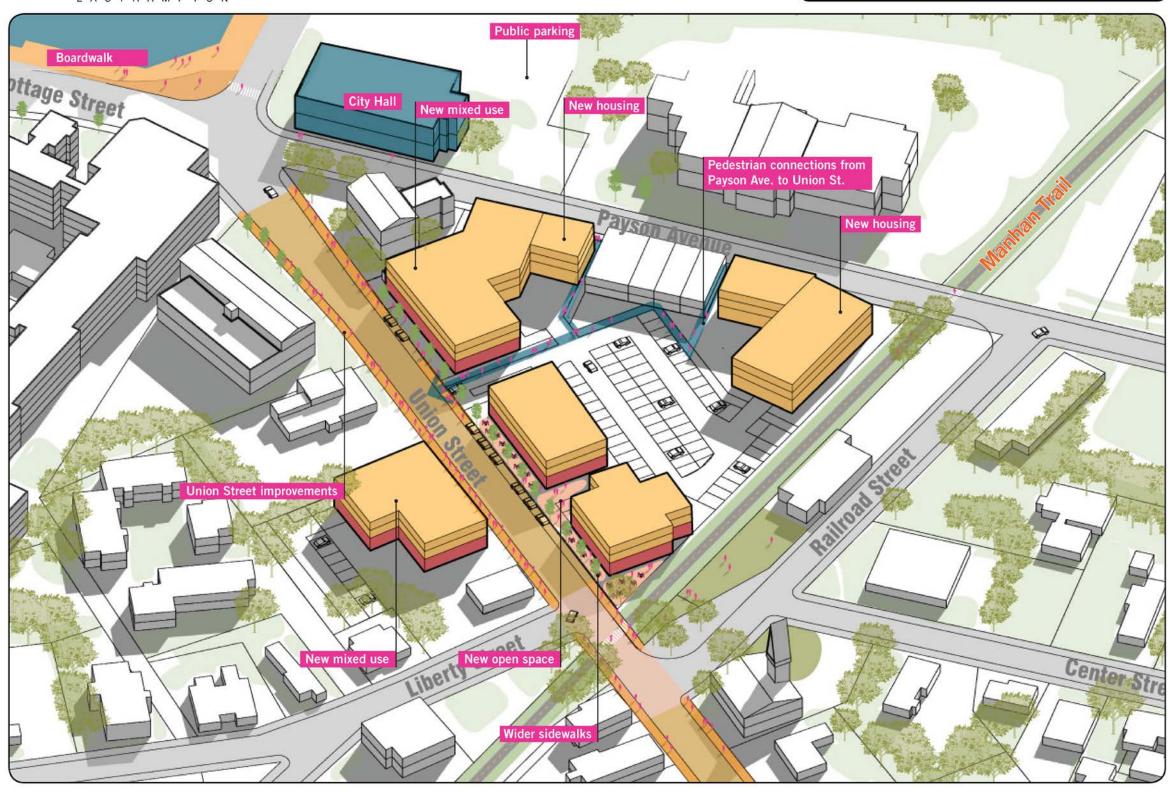
- Promote mixed-use redevelopment to enhance the Downtown character
- Encourage redevelopment of the shopping plaza to create an attractive mixed-use community
- Incorporate affordable housing as a part of a mixed-use development on large parcels like the shopping plaza
- Encourage redevelopment of the underutilized commercial site at Studio 72 and the 7-Eleven site as a mixed-use or housing development

## **Open Space / Streetscape**

- Provide wider sidewalks. streetscape improvements, and pedestrian plazas as part of a future redevelopment project
- 2 Enhance connectivity to Manhan trail

### **Transportation, Access, and Parkir**

- Balance a mix of land uses with parking needs for future redevelopment of the Gawle property
- Incorporate on-street parking to support short-term needs of businesses during future redevelopment
- 3 Encourage mid-block pedestrian connectivity between Payson Avenue and Union Street



#### **Land Use**

- Promote strategic and creative infill in the triangle area between Maple Street and Cottage Street
- Encourage cultural/retail/restaurants at the street level with a mix of housing above to increase pedestrian activity in "the triangle"
- Maintain building height at three (3) stories in "the triangle" to preserve the Cottage Street character with the existing two-story buildings
- Encourage adaptive re-use of the Maple School building with live/work, artist housing/studios, or housing/senior housing uses

### **Open Space / Streetscape**

- Provide a neighborhood-focused Children's playground/open space along Maple Street on the school lot
- 2 Improve the Chapel/Cottage Streets intersection with pedestrian and landscape improvements
- Encourage cross-block pedestrian access to the Maple School building during potential redevelopment of residential lots along Cottage Street
- Investigate additional public realm amenities along the pond (e.g. kayak rentals, or a restaurant with outdoor dining facing the pond)

### **Transportation, Access, and Parkir**

- Maintain the narrow character of Cottage Street to slow the traffic and promote Cottage Street as a vibrant, pedestrian-oriented environment
- Eliminate parking along the north side of Cottage Street in the short-term to improve safety for pedestrians
- Incorporate building setbacks on the north side of Cottage Street for future redevelopments to reintroduce on-street parking
- Develop public parking in the Maple Street School lot to resolve long-term parking challenges
- Carry out short-term public parking solutions in the school lot



## **Cottage Street Area**

