MAPC South Shore Coalition

Revitalizing Downtowns Forum

October 25, 2016
Rockland, MA
MA Downtown Initiative Program:

- Technical Assistance- all aspects of downtown revitalization
- Technical Assistance Application- due November 18th at 5:00
- Workshops- starting in January in partnership with MassDevelopment
- State contact and provide technical assistance for Business Improvement Districts and Parking Benefit Districts
Auburn - design guidelines for its village center.
Agawam - downtown retail retention program.
Beverly - downtown parking inventory and management plan.
Essex - parking management plan for the village center.
Holliston - conceptual designs for a downtown complete streets plan.
Hudson - Business Improvement District feasibility plan for the downtown.
Middleborough - downtown market analysis.
Saugus - market analysis of Cliftondale Square.
Stoneham - downtown complete streets study.
Stoughton - market analysis & space inventory related to downtown restaurant uses.
Sturbridge - feasibility study for seasonal trolley service.
Wellesley - wayfinding plan for the downtown.
Woburn - wayfinding plan for Woburn Square.
Downtown’s are HOT!

• Millennials want to live, work, & play in downtowns. They want an area with amenities- walkable, transit, restaurants- food & culture/entertainment.

• Empty-nesters/older residents who want to stay in their community, but don’t want the responsibility of the house. They also want the walkable/transit oriented amenities listed above.

• Good Economy- when the economy is good- everyone loves downtown. The first 2 bullets will help weather a downturn.
Massachusetts Downtown Initiative

Trends: Anything You Can’t Necessarily Do On the Internet

• Grocery stores- the new anchor

• Unique Retail

• Culture- museums, festivals, art gallery, open space

• Restaurants- high end, café, coffee, variety, bakery

• Brew Pubs!

• District Management- BID & Main Street- Parking Benefit Districts
Resources:

MA Downtown Initiative

TA Connect
http://www.massdevelopment.com/assets/what-we-offer/TACConnect_022016.pdf

Community Compact/ Efficiency and Regionalization Grant Program
http://www.mass.gov/governor/administration/groups/communitycompactcabinet/efficiencyandregionalization/

MAPC Technical Assistance Program
http://www.mapc.org/tap

Massworks, CDBG, Commons Program, Complete Streets.............
Massachusetts Downtown Initiative

Patronicity & MassDevelopment– Crowdfunding for Physical Projects

**Northampton**: Main Street & Cracker Barrel Alley Parklet
*Bringing comfortable seating, and vibrant meeting space to Main Street*

**New Bedford**: The Co-Creative Center
*Help transform a vacant block into an arts, maker and cultural work space accessible to the entire Community!*

**Danvers**: Nature and Environmental Education Center- **Funded**

[https://www.patronicity.com/commonwealthplaces](https://www.patronicity.com/commonwealthplaces)
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