



Massachusetts Downtown Initiative

**MAPC South Shore Coalition
Revitalizing Downtowns Forum**

**October 25, 2016
Rockland, MA**



Massachusetts Downtown Initiative

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**



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- **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.**



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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.**



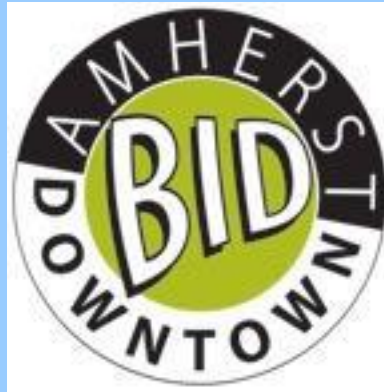
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Trends: Anything You Can't Necessarily Do On the Internet

- **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**



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Massachusetts Downtown Initiative

Resources:

MA Downtown Initiative

<http://www.mass.gov/hed/community/planning/massachusetts-downtown-initiative-mdi.html>

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>



Massachusetts Downtown Initiative

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