Downtown Hudson Renaissance
Winner of the 2021 America’s Main Street Contest!

Kristina Johnson, AICP,
Director of Planning and Community Development

Richard Braga, Executive Director
Downtown Hudson BID
Downtown Hudson- A Transformation from Vacant Storefronts to Vibrant Streetscapes
Establishing a Historic District Commission

TOWN OF HUDSON
MASSACHUSETTS

1988 Plan of
Silas Felton
Historic District
as amended,
November 17, 2007

Legend
- Parcels
- Water
- Historic District
- Historic District Outline
Master Plan Implementation

- Clear directive on land use and design goals for Downtown
- Appropriate regulatory strategies to achieve the Town’s vision
- Master Plan + Zoning = consistency
Specific Recommendations

- New upper-story residential above commercial
- Maintain historic character
- Consider multi-family (8 units of less) as of right
- Providing a mix of housing options
- Create design guidelines and unified wayfinding
Investing in Infrastructure: Assabet River Rail Trail
Investing in Infrastructure Enhancements - South Street (before)
Investing in Infrastructure Enhancements- South Street (after)
Tackling Infrastructure - Rotary Reconstruction
• A BID is a legally defined district MGL Chapter 40 O within which property owners pool resources to collectively purchase supplemental service
• At least 75% of the land is zoned or used for commercial, retail, industrial, or mixed uses.
• Established through a local petition and public hearing
• Petition must: – Be signed by the owners of at least 60% of the real property and at least 51% of the assessed valuation of the real property within the proposed BID
• A contiguous geographic area. Process
• Municipality acts as the fiduciary agent for the collection of the fee assessments
• BIDS are not subject to procurement regulations or prevailing wage regulations
Hudson BID Formation and Visioning

Cultural Placemaking

- "The ability to attract and retain customers"...physical improvements and activities.
- Focus: Using a cultural "brand" to create physical improvements and activities that will contribute to the district's identity.
- Strategies: Improve the user experience, create destination opportunities, and provide a vibrant entertainment program.

Arts/Culture

- Focus: Develop partnerships to intentionally activate and engage the downtown district with creative energy and community engagement.
- Strategies: Promote Outdoor Events, Expand Public Art, Create Artwalks, and Develop Avenue of the Arts.

Marketing

- Focus: Promote downtown Hudson by reaching out to businesses, residents, and visitors through targeted marketing strategies.
- Strategies: Develop a consistent and sustainable marketing strategy for the downtown.

Parking/Infrastructure

- Focus: Work in collaboration with the Town to implement a comprehensive approach to manage and improve parking that is convenient, affordable, and accessible.
- Strategies: Create a Parking Management System, Parking Improvements, and Enhanced Signage.

Advocacy/Policy/Administration

- Focus: Advocate for pro-business policies and regulations to support downtown businesses.
- Strategies: Support Ongoing Planning and Economic Development Initiatives.

What Will It Cost Property Owners?

- Property owners pay for the BID services.
- Breakdown: Business - 0.008%, Residential - 0.62%, Mixed Use - 0.003%, Non-profits - 0.62%.

How Is The BID Managed?

- The BID is managed by the Hudson Downtown Business Improvement District (BID).

Benefits of a BID

- Enhanced business activity, increased property values, and improved public space.

Steering Committee Members

- Mark O’Connell, Anita Boksh, Michael Matic, Mary Miller, Chuck Parrott, Arthur Reiling, Bill Cass, Chuck Weymouth, Kevin Faber, Bill Ross, and Mae Zagon.
Downtown Streetscape Beautification
Cultural and Holiday Programming

Hudson Artsfest

Summer 2020 / TBA

ArtsFest Hudson features local arts and craft vendors; live performances and entertainment including classic rock, world music, magicians, and princess appearances; and art-making activities for all ages, including a community art project. For updates on the summer dates and activities visit their website and like them on Facebook.

MORE INFO

SATURDAY
Sidewalk Jams

Free live music every Saturday from 4PM - 8PM at various public outdoor locations throughout downtown Hudson.
Refocus of BID Services During COVID
Discover what Hudson is all about.
The revitalization of this once quiet industrial town has turned it into a foodie and hot spot destination.
Hudson is home to new restaurants, a micro creamery, breweries, and plenty of unique retail.

Live it Up in Hudson!
Collaborative Relationship with the Town - Outside Dining, Wayfinding, Assabet River Walk, and Parking Management

Hudson
Sign Elements and Wayfinding Specifications
October 2020

Prepared by
FAVERMAN DESIGN
Hudson’s Secret Sauce
THANK YOU FOR LISTENING!