

# **Metropolitan Area Planning Council**

## **March 1, 2022**

**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**

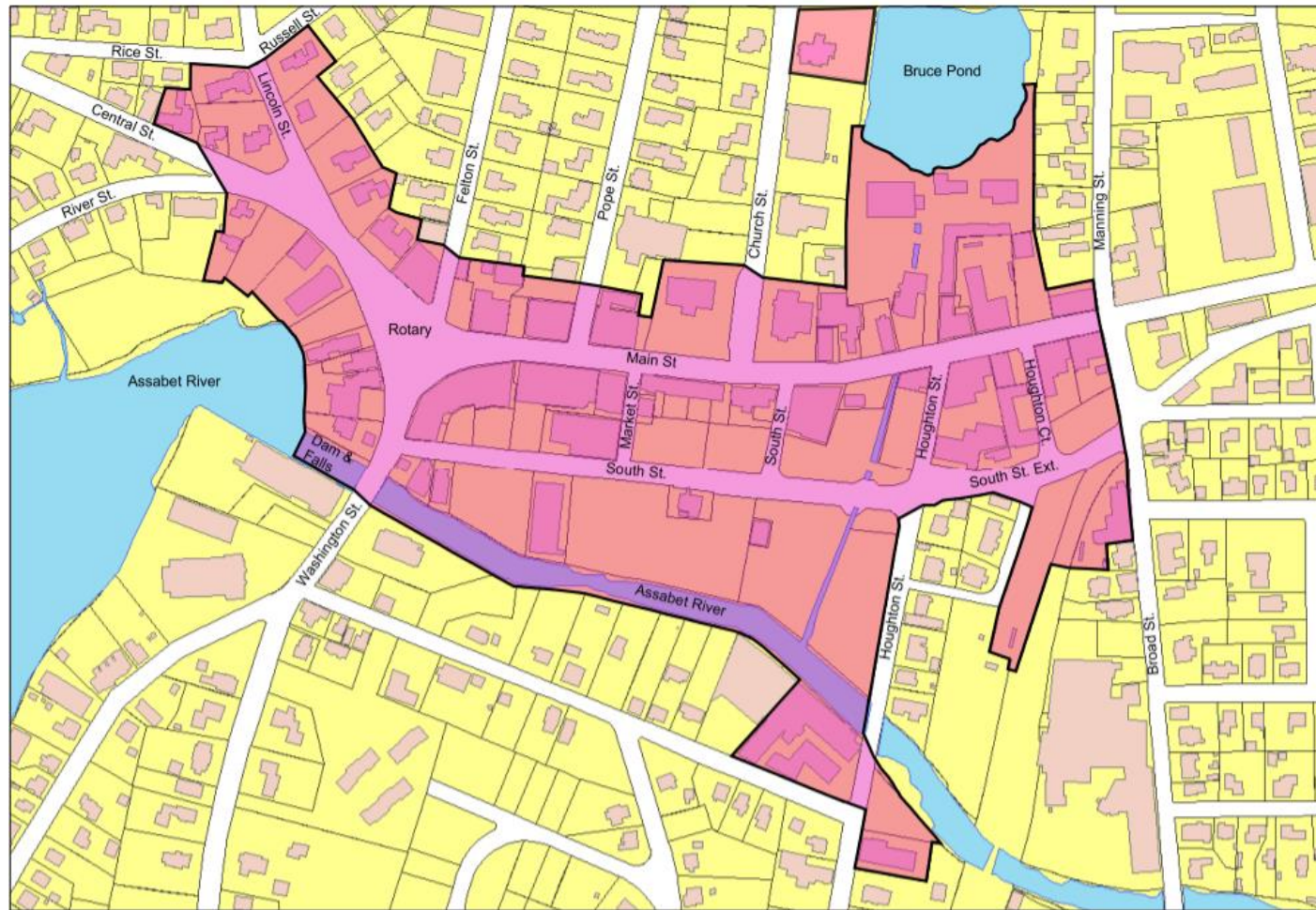


# Downtown Hudson- A Transformation from Vacant Storefronts to Vibrant Streetscapes



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# Establishing a Historic District Commission



TOWN OF  
HUDSON  
MASSACHUSETTS



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

**Legend**

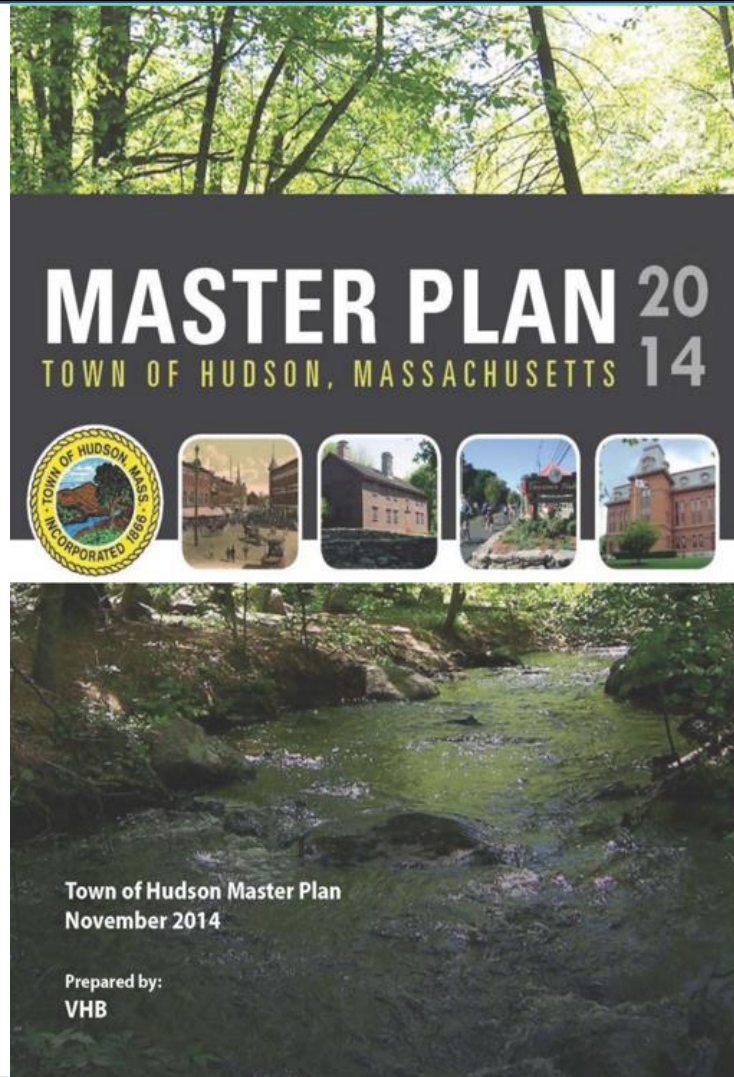
- Parcels
- Water
- Historic District
- Historic District Outline



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# Hudson Master Plan: Our Guiding Vision



## Master Plan Implementation

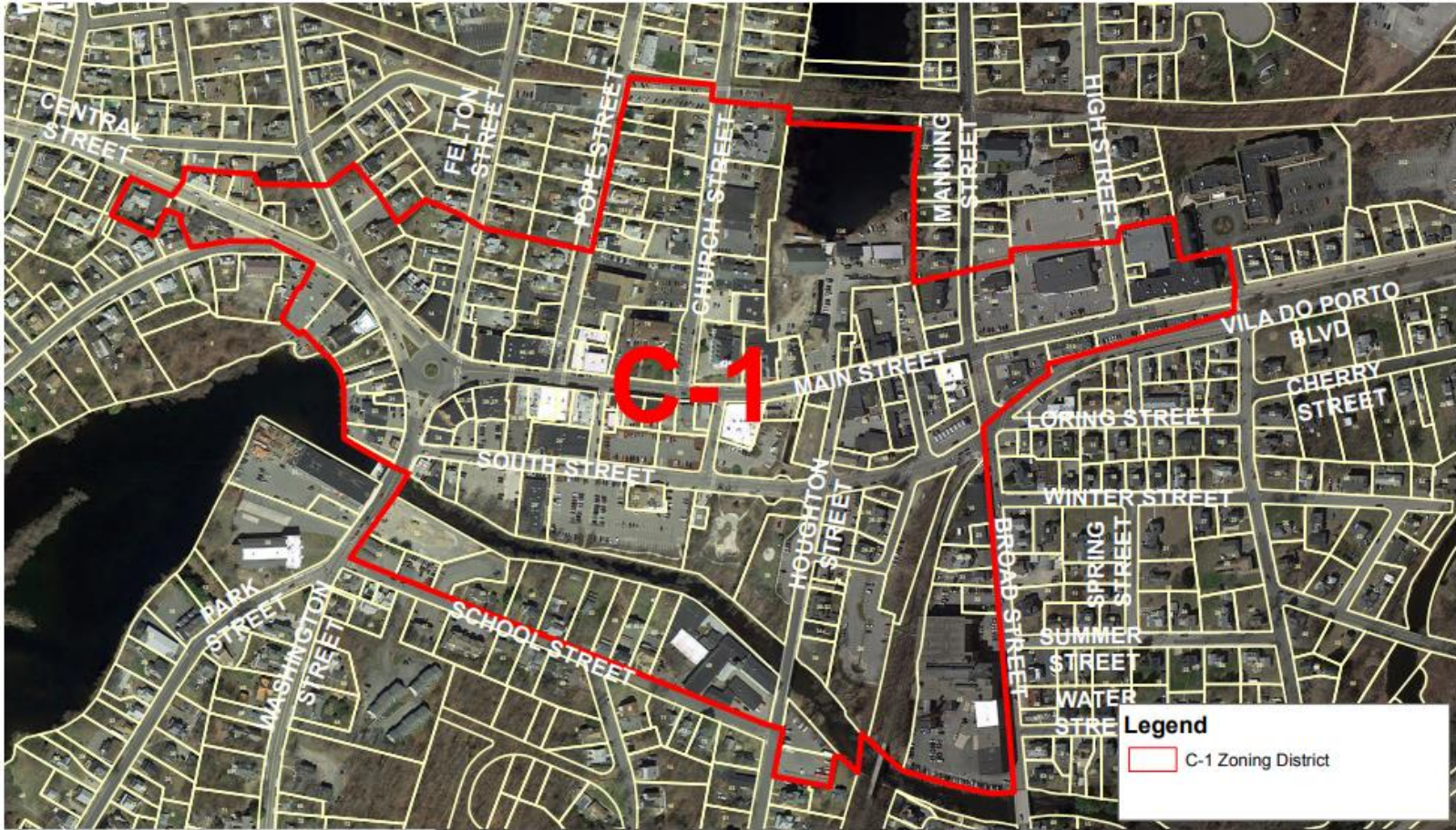
- Clear directive on land use and design goals for Downtown
- Appropriate regulatory strategies to achieve the Town's vision
- Master Plan + Zoning = consistency



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# Downtown Zoning District



**Town of Hudson**  
C1 Zoning District



0 150 300 600  
Feet

Map created by Hudson GIS  
December 13, 2018  
These maps are not a legal record and should  
be used for assessment and/or  
reference purposes only.



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# Downtown Zoning Regulations Update



## Specific Recommendations

- New upper-story residential above commercial
- Maintain historic character
- Consider multi-family (8 units or less) as of right
- Providing a mix of housing options
- Create design guidelines and unified wayfinding



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# Investing in Infrastructure: Assabet River Rail Trail



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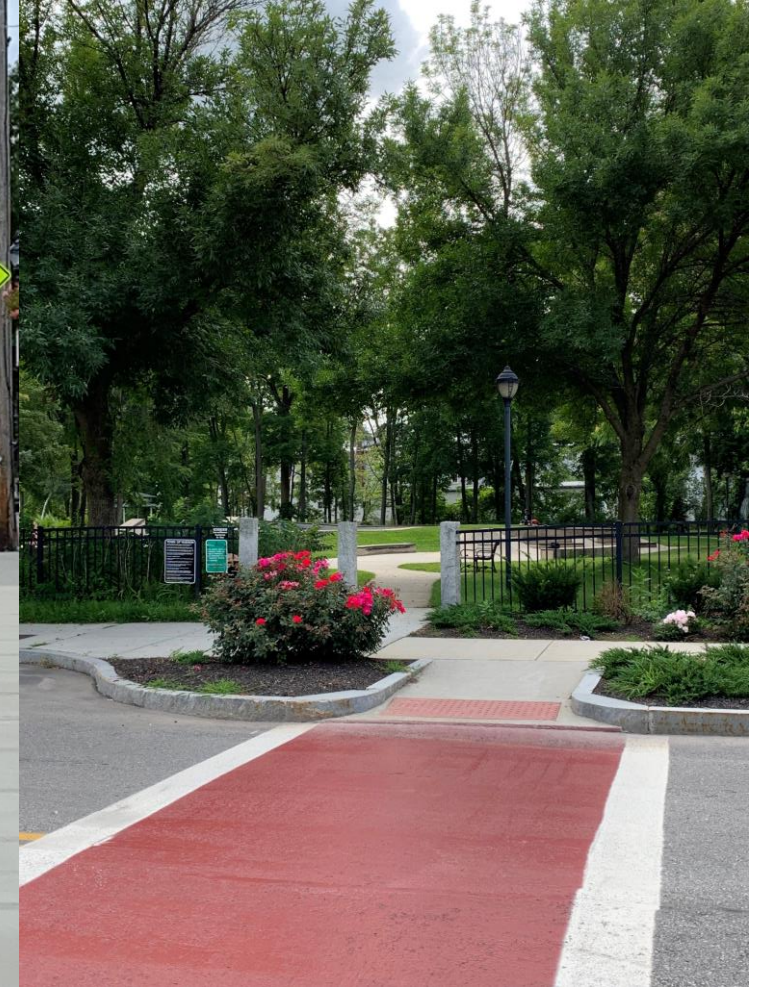
## Investing in Infrastructure Enhancements- South Street (before)



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## Investing in Infrastructure Enhancements- South Street (after)



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# Tackling Infrastructure- Rotary Reconstruction



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# Business Improvement Districts- the ABC's



- 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



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# Hudson BID Formation and Visioning



## HUDSON DOWNTOWN Business Improvement District

### CULTURAL PLACEMAKING

*"Placemaking is more than a bench! We need to make the downtown consumer friendly through activities and physical improvements. Integrate Arts, Culture and Creative energy in all downtown improvements"*

**FOCUS:** Using a cultural "lens", undertake physical improvements and activities that will unify the district as a location; improve the user experience, and development opportunities and create a vibrant destination.

- ▶ Wayfinding Signage
- ▶ Landscaping/Maintenance/Snow Removal
- ▶ Amenities – Artist Designed Benches, Bike Racks, Tables and Chairs
- ▶ Façade Improvements
- ▶ Physical Connections – Alleys, Softer Gateways
- ▶ Banners
- ▶ Enhanced lighting
- ▶ Art/Cultural programming/events and activities



### ARTS/CULTURE

**FOCUS:** Develop partnerships to intentionally activate downtown spaces to unleash creative energy and community engagement and interest in the downtown.

- ▶ Small Stages in Found Spaces for weekend bookings, open mics, community based entertainment
- ▶ Promote Outdoor Piano
- ▶ Expand Farmers Market to promote food, cooking experiences, orchards and farm and specialty food demonstrations
- ▶ Create Antiques and crafts market
- ▶ Develop Avenue of the Arts

### MARKETING

**FOCUS:** Promote downtown Hudson to a broad audience of businesses, residents, and visitors through wayfinding, events, joint marketing and Public relations to increase food traffic, sales and development opportunities.

- ▶ Create Wayfinding system that signifies downtown Hudson
- ▶ Develop and Implement a consistent and sustainable marketing strategy for the downtown
- ▶ Implement a Social Media Strategy for the whole downtown
- ▶ Implement Events and Promotions



### PARKING/INFRASTRUCTURE

**FOCUS:** Work in collaboration with the Town to implement a comprehensive approach to manage and expand parking that is convenient, affordable and accessible.

- ▶ Create a Parking Management System administered by the management district.
- ▶ Parking Wayfinding signage – Parking Directional signage for existing parking
- ▶ Advocate for Public Transit enhancements
- ▶ Develop Additional Parking Inventory
- ▶ Expand Shared Ride Services

### ADVOCACY/POLICY/ADMINISTRATION

**FOCUS:** Advocate for Town policy /zoning and codes to support development goals of the district.

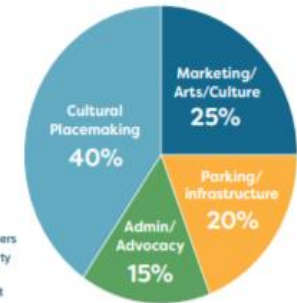
- ▶ Create MOU with Town to outline relationship and Baseline services to be provided in the district
- ▶ Evaluate and propose zoning or regulations to support strategies outlines for the district

### WHAT WILL IT COST PROPERTY OWNERS?

Property owners pay for the BID services based on the following fee formula:

Businesses – 0.035%  
Residential – 0.02%

Mixed use:  
Commercial – 0.035%  
Residential – 0.02%  
Non profits – negotiated agreements  
Public – negotiated MOU



### HOW IS THE BID MANAGED?

The BID is managed and financed by the property owners in the district. A board of directors representing property owners, businesses, residents, town and other key stakeholders makes all personnel, program and budget decisions. The BID will hire a professional manager to implement and manage the BID plan. BIDs run lean to maximize and leverage resources.

### BENEFITS OF A BID

A BID creates a way for property owners to pool their resources to fund and coordinate improvements and supplemental services in downtown Hudson with the goal of promoting business and cultural activity to enhance value, generate more business activity and enhance the overall experience for anyone who lives, works or visits. BIDs have been an important part of thriving downtowns for over 50 years in communities of all sizes. From small towns like Burlington VT, Amherst, Hyannis and Taunton MA, to major cities like New York, Denver, Boston and Baltimore, BIDs have demonstrated success. Simply put... BIDs work!

### STEERING COMMITTEE MEMBERS

Mark O'Connell  
Avidia Bank

Michael Murphy  
Murphy Insurance

Chuck Randall  
Randall Properties

Arthur Redding  
Hudson Appliance

Bill Camuso  
Camuso Enterprises

Bill Ross  
Better Accounting Services

Mae Zagami  
Creative Designs in Kitchens

Karim El Gamal  
Rail Trail Flatbread Co.

Jack Hunter  
Director of Planning and Community Development

Richard Braga

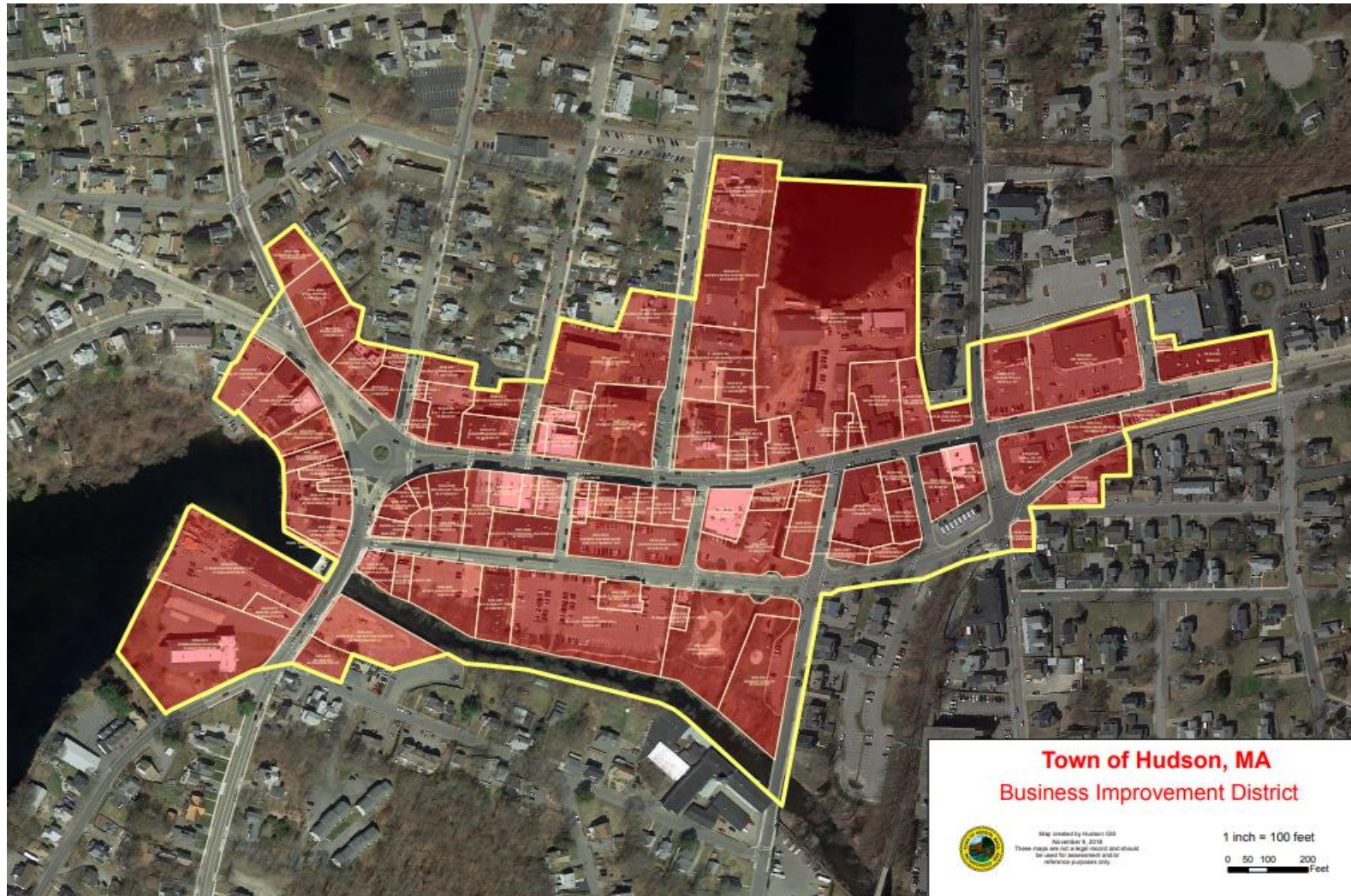
For more information, contact Mae Zagami at [maezagami@gmail.com](mailto:maezagami@gmail.com)



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# Downtown BID Boundaries



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# Downtown Streetscape Beautification



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# 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.



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# Refocus of BID Services During COVID



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# Downtown Marketing Strategies



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TASTE | SWIPE | PARTY | CHILL | SERVICES | CELEBRATE | PLAN | **LIVE** | DOWNTOWN VIEW



## Discover what Hudson is all about.

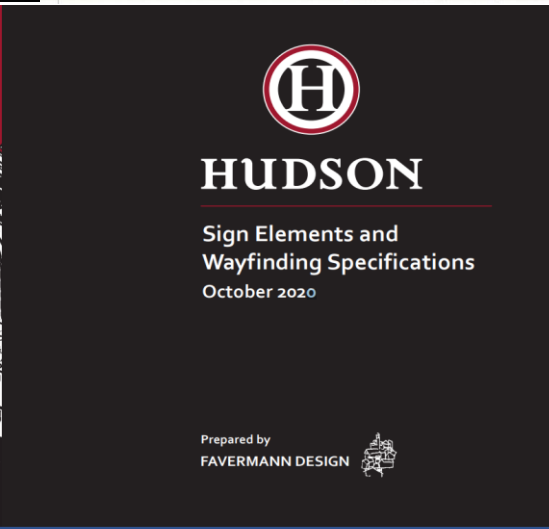
The revitalization of this once quiet industrial town has turned it into a foodie and hot spot destination. Hudson is home to new restaurants, a micro creamery, breweries, and plenty of unique retail.



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# Collaborative Relationship with the Town- Outside Dining, Wayfinding, Assabet River Walk, and Parking Management





# Hudson's Secret Sauce



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THANK YOU FOR LISTENING!



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