

Commonwealth of Massachusetts
An ecosystem where manufacturing & innovation thrive.



495/MetroWest Suburban Edge Community Commission

Downtown Revitalization

October 28, 2016
Maynard, MA



Purpose and Principles



- The primary mission of the MA Downtown Initiative (MDI) is to make downtown revitalization an integral part of community development in cities and towns across the Commonwealth.
- MDI's guiding principles are that the most effective approach to downtown revitalization is a holistic one; that it addresses economic and community development needs; and that it provides a framework of interrelated activities that promote positive change in a downtown to keep it healthy, prosperous and sustainable.



■ MA Downtown Initiative Program:

- **Technical Assistance- all aspects of downtown revitalization**
- **Technical Assistance Application- due November 18th**
- **Workshops- starting in January, in partnership with MassDevelopment**
- **State contact and provide technical assistance for Business Improvement Districts (BID) and Parking Benefit Districts (PBD)**



Technical Assistance Program



- **Through the Technical Assistance Program, MDI provides consultant services to assist a community with its downtown revitalization efforts.**

The consultant services total \$10,000. FY 2016 Grants:

- 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 Clifftondale 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.



- **Market Analysis- specifically focusing on the downtown as a food, culture & entertainment destination with recommendations for implementation.**

The image shows the cover of a report titled "Downtown Maynard" with the subtitle "EXPLORING THE POTENTIAL TO GROW A FOOD, CULTURE AND ENTERTAINMENT DESTINATION". The cover is white with a blue vertical bar on the right side. At the bottom, there are three boxes containing preparation and sponsorship information.

Downtown Maynard
EXPLORING THE POTENTIAL TO GROW A FOOD, CULTURE AND ENTERTAINMENT DESTINATION

Prepared for:
Town of Maynard, Office of Municipal Services

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Sponsored by: MA Dept. of Housing & Community Development, MA Downtown Initiative Program

FinePoint Associates LLC



Downtown Centers 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 (age in place) - 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.**



Trends: Anything You Can't Do On the Internet



- **Grocery stores- the new anchor**
- **Unique Retail**
- **Culture- museums, festivals, art gallery, open space, placemaking**
- **Restaurants- high end, café, coffee, variety, bakery**
- **Brew Pubs!**
- **District Management- BID & Main Street- Parking Benefit Districts**

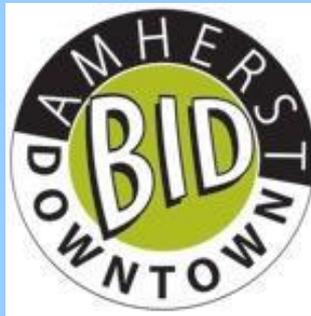


Business Improvement Districts



**HYANNIS
MAIN STREET**
Cape Cod's Downtown

Hyannis Main Street Business Improvement District
PO Box 547, Hyannis, MA 02601
Ph 508.775.7982
Fx 508.775.7131
info@hyannismainstreet.com



**DOWNTOWN
BOSTON**

BUSINESS IMPROVEMENT DISTRICT



downtown
taunton
BUSINESS IMPROVEMENT DISTRICT



- **MA Downtown Initiative**

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

- **Community Compact/ Efficiency and Regionalization Grant Program**

<http://www.mass.gov/governor/administration/groups/communitycompactcabinet/efficiencyandregionalization/>

- **Regional Planning Agency- MAPC (www.mapc.org) & Central MA Regional Planning Commission (www.cmrpc.org)**

- **TA Connect**

<http://www.massdevelopment.com/news/planning-development-ta-connect-to-coordinate-resources-for-cities-towns/>

- **Commonwealth Capital/ Patronicity**

<http://www.massdevelopment.com/what-we-offer/real-estate-services/commonwealth-places/>

Massworks, CDBG, Commons Program, Complete Streets.....



■ TA Connect is a collaborative effort that brings together expertise across agencies to help Massachusetts cities and towns address their most pressing planning and development needs. The initiative coordinates service delivery, fosters cooperation, and helps municipalities identify and leverage resources to stimulate growth.

PROGRAM RESOURCES

Coordinated Networks

TA Connect links current and future planning and development efforts to ensure municipalities can access the proper resources to meet their needs in a timely manner.

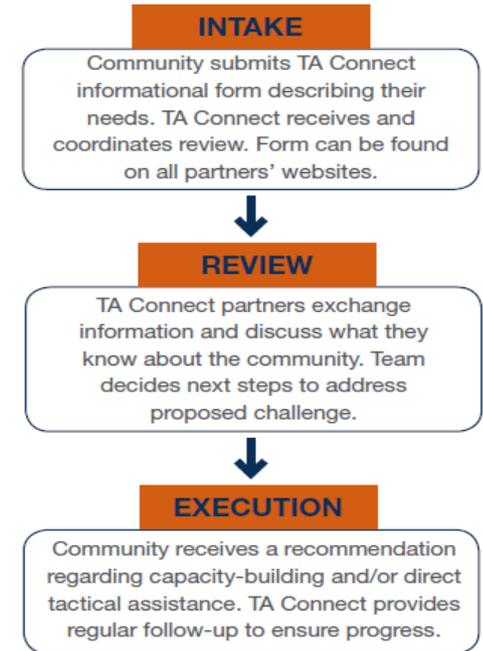
Education & Capacity Building

- **TA Connect workshops, webinars, and other small group sessions** provide a forum to discuss common challenges and allow consultants to deliver thoughtful solutions on-demand.
- **Online Resource Library** (coming soon) provides centralized knowledge about best practices and implementation strategies, as well as information about upcoming events and grant opportunities.

Direct Tactical Assistance

- **Referral service** engages appropriate assistance and funding providers.
- **Individualized feedback** from teams of experts identifies easily-implemented, low-cost interventions.
- **Local site visits** arranged when applicable.

HOW DOES TA CONNECT DIRECT TACTICAL ASSISTANCE WORK?



TA Connect is a partnership among the Executive Office of Housing and Economic Development, Department of Housing and Community Development, MassDevelopment, and the Massachusetts Association of Regional Planning Agencies.



Patronicity & MassDevelopment: Crowdfunding for Physical Projects



- ▶ Live
- 📍 Near Me
- 📊 Most Funded
- ★ Sponsored ▾
- 🕒 Ending Soon
- 📍 State ▾
- ➔ Discover More



📍 MAYNARD, MA

Maynard Honeybee Meadow at ArtSpace

Your help will turn an abandoned lot into a vibrant and artistic community bee meadow.

\$4,900 of \$6,500 21 days left

★ Matching Grant: **Commonwealth Places**

- VIEW
- ⚡ SUPPORT



📍 DANVERS, MA

Nature and Environmental Education Center

Nature does not hurry, yet everything is accomplished by: Lao Tzu

\$18,017 of \$10,000 Project Closed

★ Matching Grant: **Commonwealth Places**

- VIEW
- ⚡ CLOSED



📍 ORANGE, MA

East Main St Pocket Park

Help Make a Vibrant Space in Downtown Orange for the Community

\$9,773 of \$9,500 Project Closed

★ Matching Grant: **Commonwealth Places**

- VIEW
- ⚡ CLOSED



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