

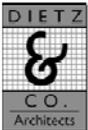
Downtown
Turner's Falls

VISION PLAN

Working Group #1
Tuesday, October 16th, 2012

DODSON & FLINKER
Landscape Architecture and Planning

 **Howard/Stein-Hudson Associates, Inc.**
CREATIVE SOLUTIONS • EFFECTIVE PARTNERING ®



Downtown
Turner's Falls

VISION PLAN

Working Group #1
Tuesday, October 16th, 2012

AGENDA

- 6:00pm Welcome and Introductions
- 6:20pm Presentation and Discussion
What we've learned so far AND what more we need to find out
- 7:00pm Discussion
Problems and Opportunities Facing Turner's Falls
Consensus re: Direction of Working Group
- 8:00pm Adjourn

Downtown Turner's Falls Vision Plan Area



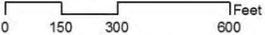
Downtown Turner's Falls BASEMAP

Montague, Massachusetts

Prepared by Dodson & Flinker, Inc.
Landscape Architecture and Planning
463 Main Street, Ashfield, MA 01330

September 10, 2012

Scale 1" = 300'



Data from the Town of Monague and Mass GIS;
April 2009 Aerial Orthophotography

Legend

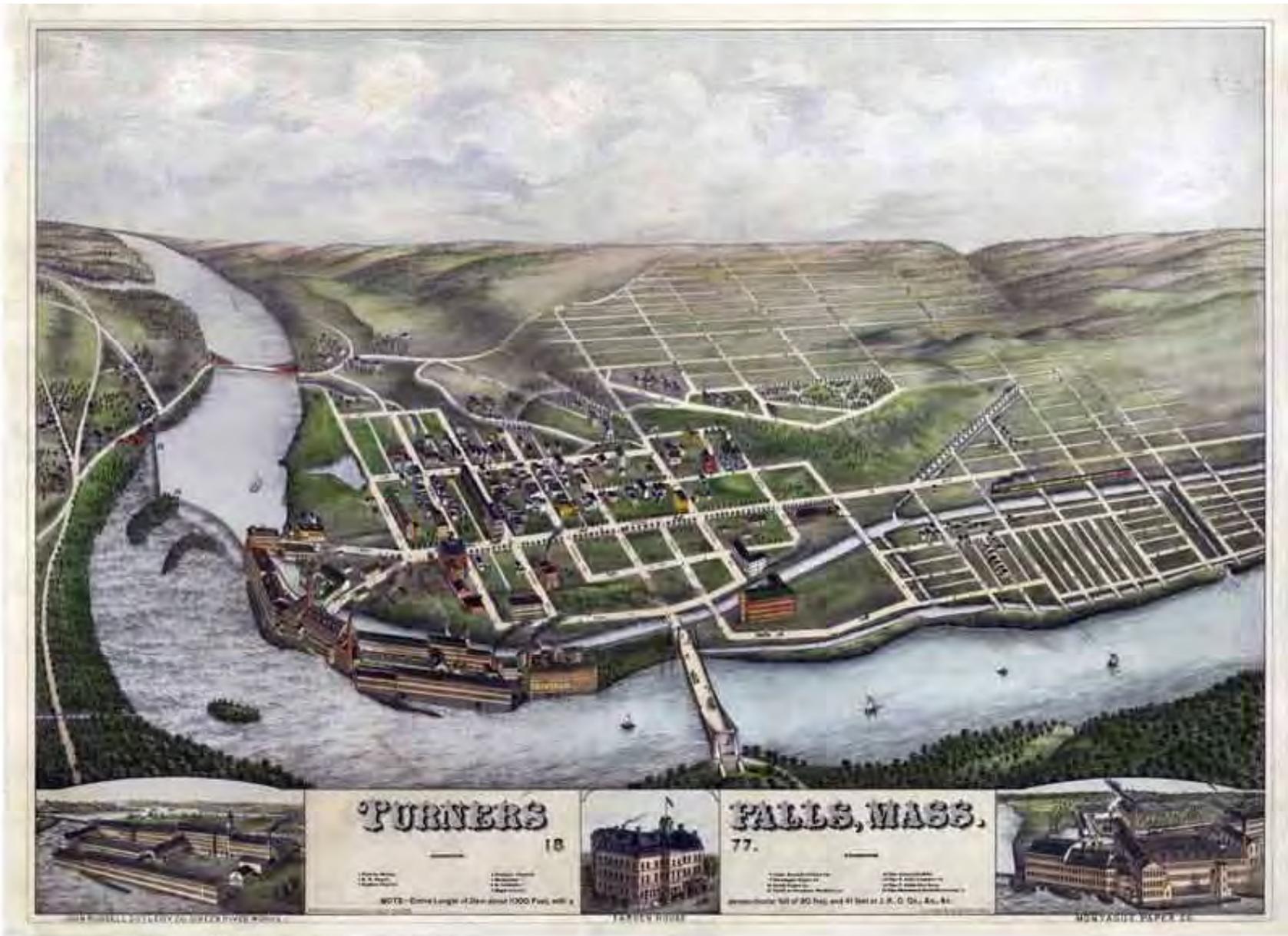
- Vision Plan Boundary
- Parks
- Parcel Boundaries
- Right of Way
- Water
- Buildings

Historic Development Patterns



Walling Map of
Franklin County 1858

Historic Development Patterns



Buildings by Year Built



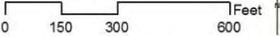
Downtown Turner's Falls BUILDING AGE

Montague, Massachusetts

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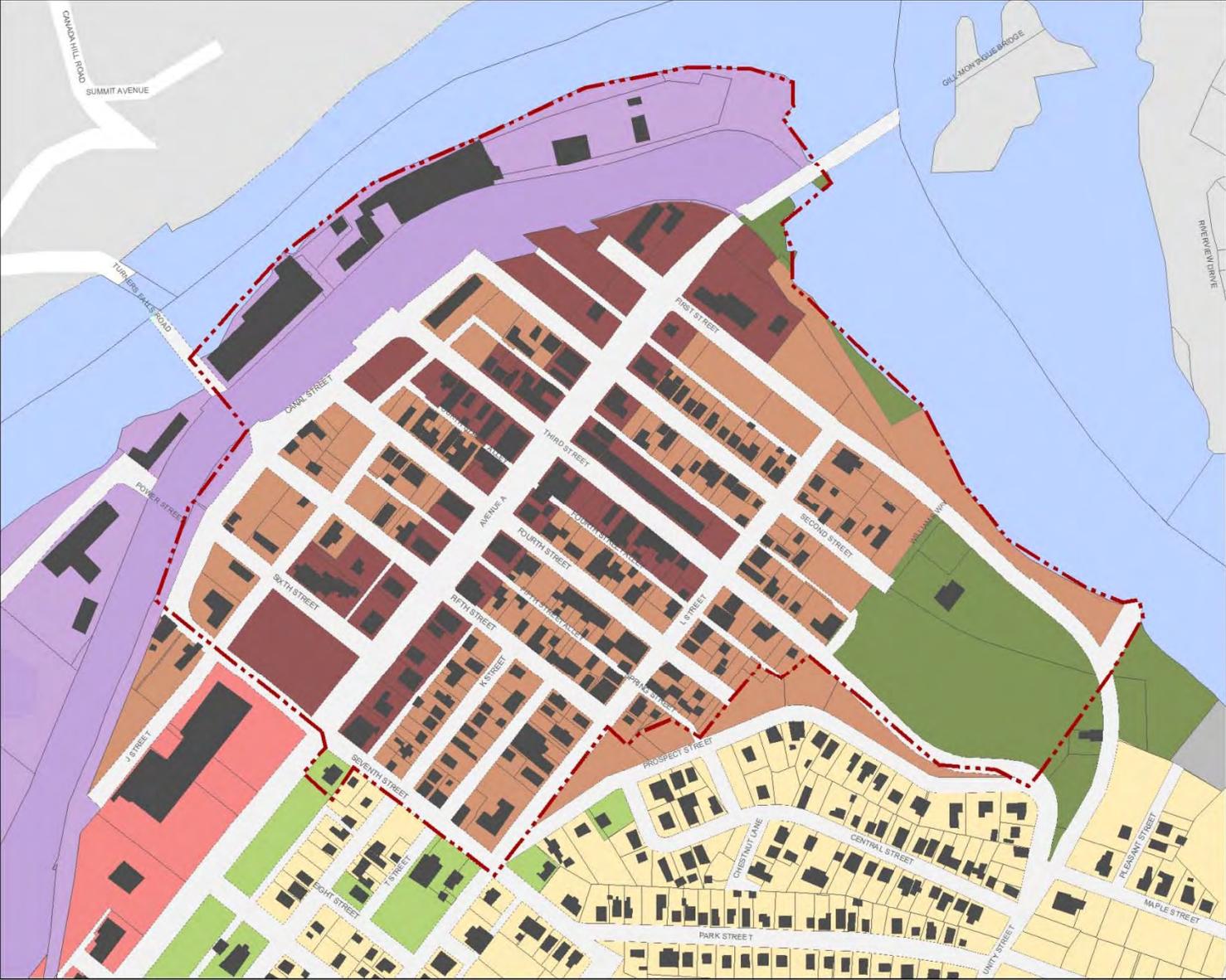
Legend

- Vision Plan Boundary
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Buildings by Year Built

- Date not Known
- Before 1868 (Crocker's Plan)
- 1870-1900
- 1900-1950
- 1950-Present

Existing Zoning



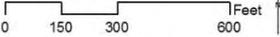
Downtown Turner's Falls EXISTING ZONING

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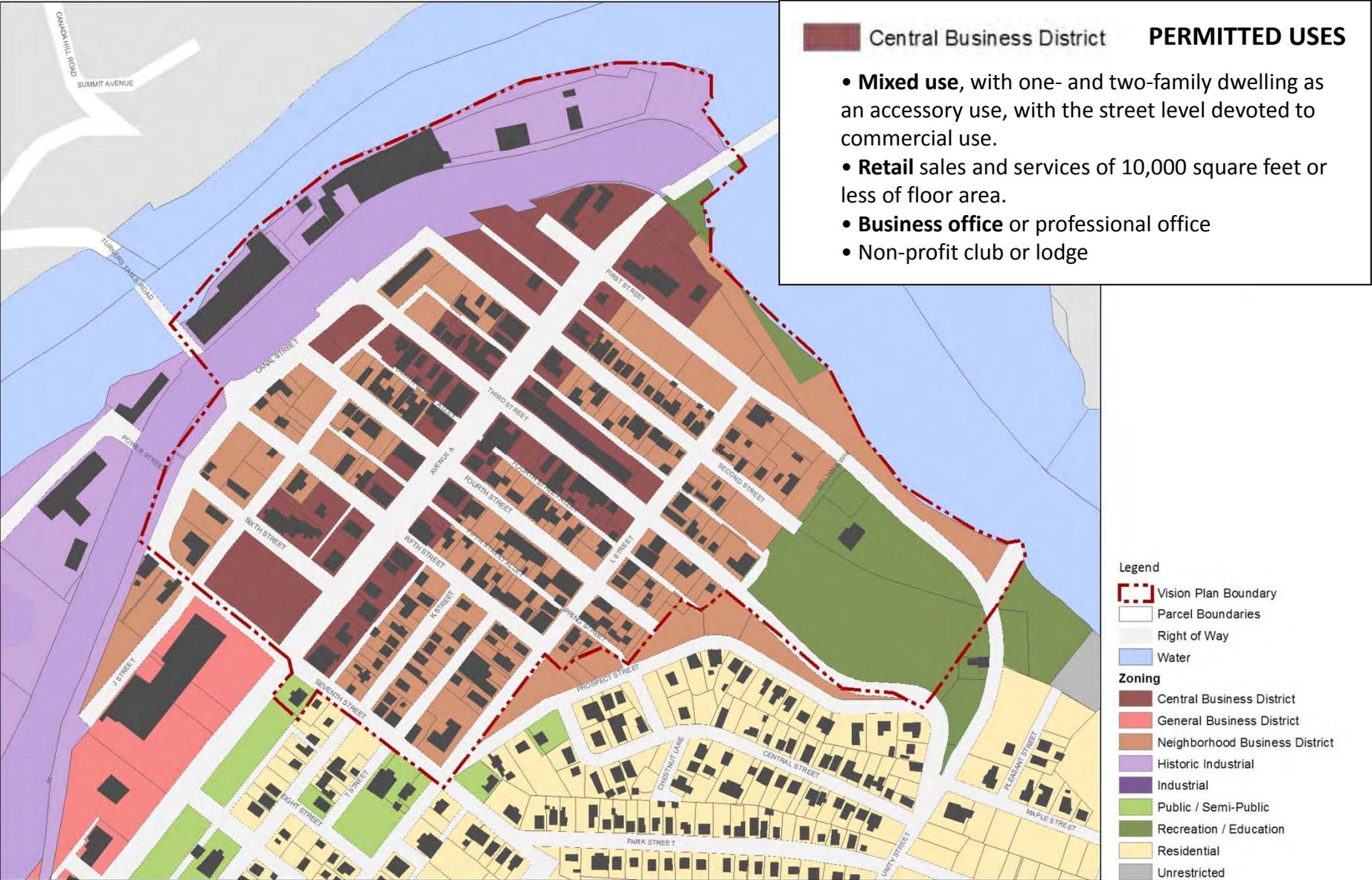


Data from the Town of Montague and Mass GIS;
April 2009 Aerial Orthophotography

Legend

- Vision Plan Boundary
- Parcel Boundaries
- Right of Way
- Water
- Zoning**
- Central Business District
- General Business District
- Neighborhood Business District
- Historic Industrial
- Industrial
- Public / Semi-Public
- Recreation / Education
- Residential
- Unrestricted

Existing Zoning



Existing Zoning



Building Use

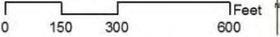


Downtown Turner's Falls LAND USE by Parcel Montague, Massachusetts

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- Legend**
- Vision Plan Boundary
 - Parcel Boundaries
 - Right of Way
 - Water
 - Parks
- Building Use**
- Single Family Residential
 - Two and Three Family Residential
 - Apartments, Housing Authority
 - Mixed Use
 - Automotive
 - General Office Buildings
 - Eating, Drinking, Entertainment
 - Retail and Banking
 - "Improved"
 - Charitable, Fraternal, Religious Organizations
 - Post Office
 - Industrial or Warehouse
 - DCR
 - Undeveloped, Vacant or Unclassified

Mixed Use Buildings

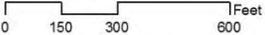


Downtown Turner's Falls MIXED USE Buildings Montague, Massachusetts

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- Legend**
- Vision Plan Boundary
 - Parcel Boundaries
 - Right of Way
 - Water
 - Parks
- Buildings**
- Single-Use Buildings
 - Mixed Use (Primarily Commercial, some Industrial)
 - Mixed Use (Primarily Commercial, some Residential)
 - Mixed Use (Primarily Residential, some Commercial)

Vacant Land Classifications

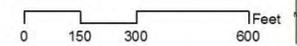


Downtown Turner's Falls VACANT LAND Classifications Montague, Massachusetts

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- Right of Way
- Water
- Parks
- Buildings
- Land Use by Parcel**
- LU = "Undevelopable"
- LU = "Developable"
- LU = "Vacant"
- Parking Lots

Owner Occupation by Parcel



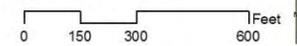
Downtown Turner's Falls OWNER OCCUPATION

Montague, Massachusetts

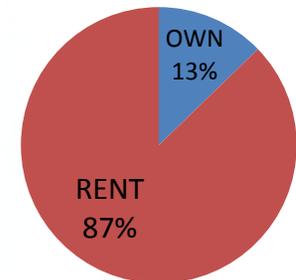
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2010 US Census Block Data in
Vision Plan Area

Legend

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Owner Occupation by Parcel

- Not Owner Occupied
- Owner Occupied

Downtown Turner's Falls Vision Plan Area



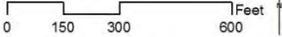
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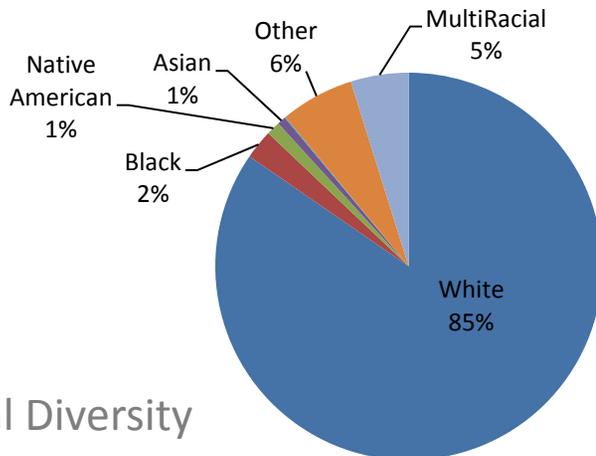
Data from the Town of Monague and Mass GIS;
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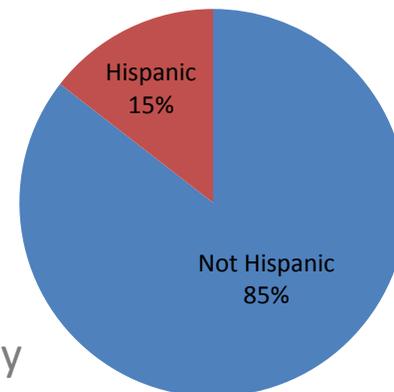
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US CENSUS 2010 | Basic Demographics

Average Household Size	1.75 People
Housing Vacancy Rate	10%
Families	30% Total Households
Median Age	27
Gender Balance	53% Male/47% Female



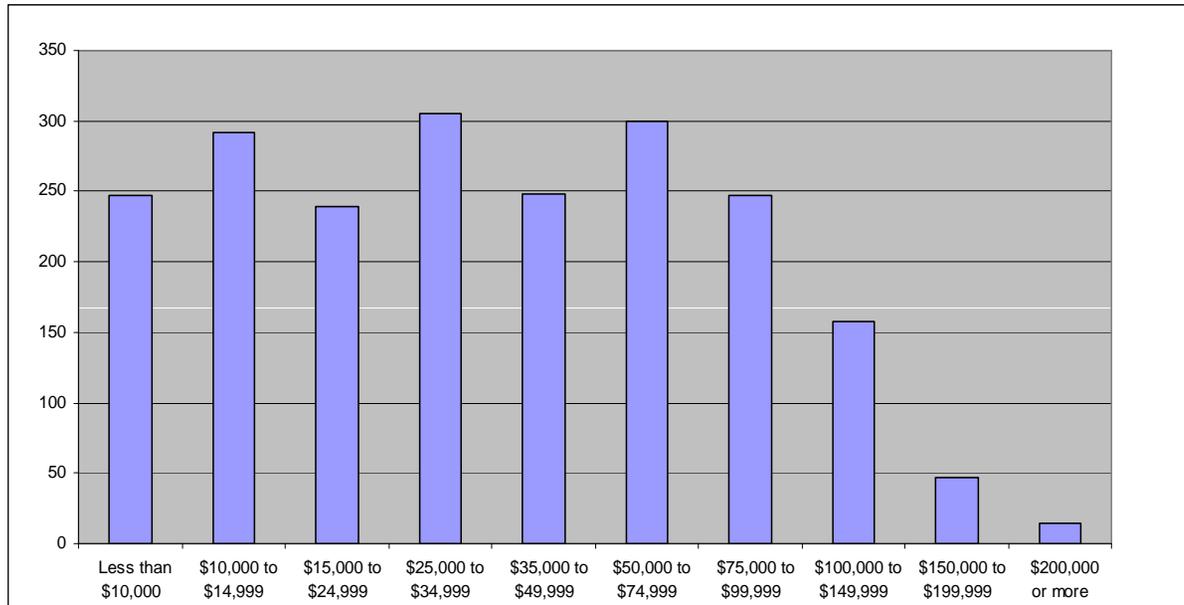
Racial Diversity



Ethnic Diversity

ACS 2010 | Income Demographics

Household Income Distribution



Median Household Income

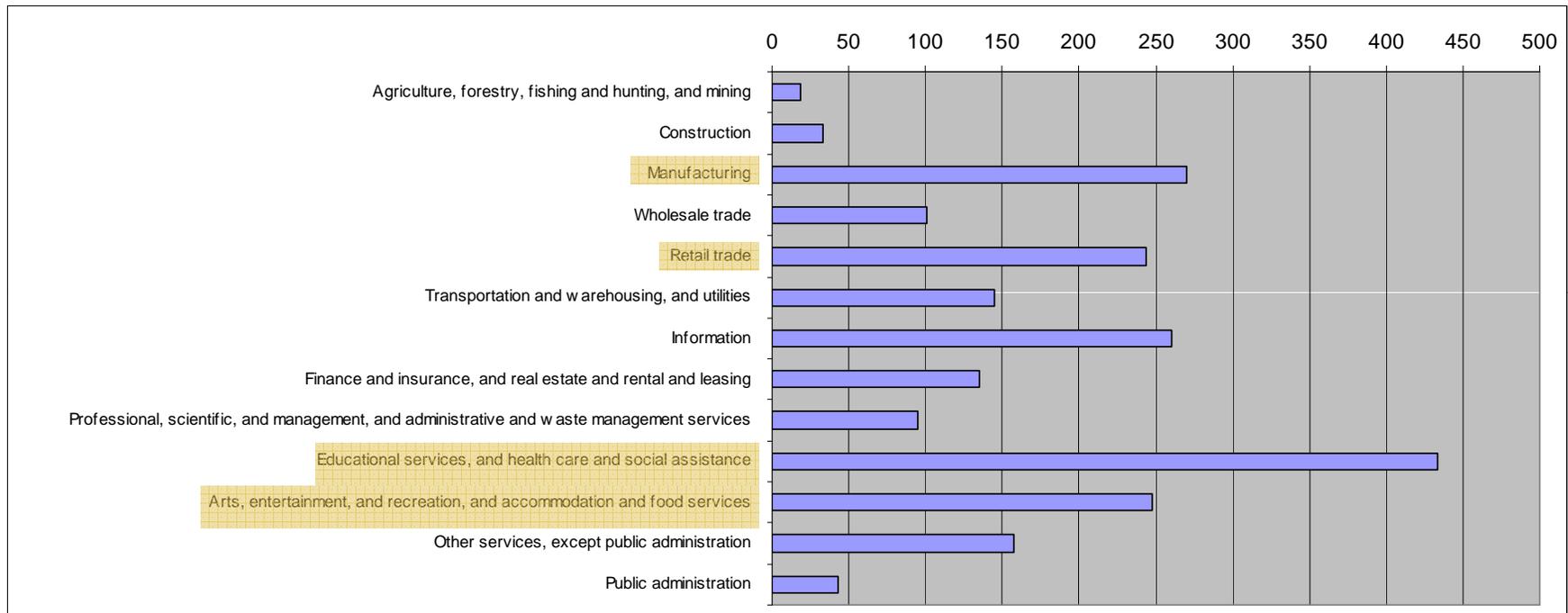
\$33,985

Populations Living in Poverty

Families	20.5%
All People	23.5%
Children	42.4%

ACS 2010 | Employment Demographics

Occupations



Unemployment

10.8%

Commuting

93.7% Drive to Work

4.4% Use Public Transit or Walk/Bike

Downtown Turner's Falls Vision Plan Area



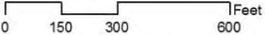
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Downtown Character: Streetscape



Downtown Character



Bing Pictometry, ©2012

Downtown Character



Bing Pictometry, ©2012

Downtown Character: Residential



Downtown Character: Eating & Entertainment



Downtown Character



Bing Pictometry, ©2012

Downtown Character: Open Space & Recreation



Downtown Character: Public Art



Downtown
Turner's Falls

VISION PLAN

Working Group #1
Tuesday, October 16th, 2012

DISCUSSION

What more do we need to find out?

Challenges and Opportunities facing Turner's Falls

Direction for the Working Group

Scheduling next Working Group meetings (3) and Charrette

Downtown
Turner's Falls

VISION PLAN

Scope of Services

Task A: Public Participation Process

Task B: Visioning

Task C: Development of Plan Elements

Task D: Downtown Livability Plan

Downtown
Turner's Falls

VISION PLAN

Scope of Services

Task C: Development of Plan Elements

1. Conceptual Masterplan to Promote Livability and Mobility.

Existing Conditions Assessment and Field Reconnaissance

Assessment of Opportunities and Constraints

Downtown Turners Falls Illustrative Plan

Downtown
Turner's Falls

VISION PLAN

Scope of Services

Task C: Development of Plan Elements

2. Streetscape, Parking and Pedestrian Improvements

"Public Realm" Audit

Roadway and Streetscape Enhancement

Pedestrian Access and Safety Improvements

Parking Distribution, Usage and Access Enhancements

Downtown
Turner's Falls

VISION PLAN

Scope of Services

Task C: Development of Plan Elements

3. Priority Projects, Policies and Action Strategies to Promote Livability and Sense of Place.

Land Use Regulation Enhancements

Development Incentive Programs

Action Plan Schedule and Matrix

Financial Strategy

Downtown
Turner's Falls

VISION PLAN

Scope of Services

Task C: Development of Plan Elements

4. Market Assessment and Strategies for Reducing Vacancies and Fostering Redevelopment

Market Profile -

- General Socio-Economic Trends
- Downtown Amenities that Create Economic Opportunity
- Primary and Secondary Trade Areas
- Regional and National Trends

Market Opportunities Report

Economic Development Strategies and Actions

Marketing and Branding Strategies

Downtown
Turner's Falls

VISION PLAN

Scope of Services

Task C: Development of Plan Elements

5. Redevelopment Strategies for Key Properties

Downtown
Turner's Falls

VISION PLAN

Project Schedule

Meeting #1: Kick-off Project, review existing conditions, problems and opportunities.

Meeting #2: Review of consultant research and analysis; draft vision statement; prepare for charrette.

Public Charrette: Sharing information, gathering public input, reviewing alternatives and developing a shared vision.

Meeting # 3: Debrief on charrette, revise vision statements, review plans, visualizations and recommendations.

Meeting #4: Review draft Downtown Livability Plan

Project Schedule

Task/Deliverable	2012					2013					
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Execution of Contract											
Advisory Committee Mtg. 1											
Working Group Mtg.1											
Advisory Committee Mtg.2											
Working Group Mtg.2											
Advisory Committee Mtg.3											
Charrette											
Advisory Committee Mtg. 4											
Working Group Mtg.3											
Advisory Committee Mtg.5											
Working Group Mtg.4											
Advisory Committee Mtg.6											
Draft Report Issued											
Presentations											
Final Report Issued											

