

Exercise
#2

What do we
Value

Vibrancy
open space
restaurants
filled businesses
Size
walkability ***
looks / Appearance
~~clearly demarcate~~
well defined downtown
that we have a center
historical sense / identity
reasonability of sm businesses
Rich cultural center
friendliness
Emily Dickin Museum
Community opportunities
Self Center
we support each other financially
w/ purchases
Free Museums
Summer Concerts

What needs
Improvement

Zoning / building size
traffic
* Parking requirements for new building
lack of parking
talking about issues and not acting
* Parking
increase density necessary
more attractive new buildings ^{design:}
Affordable rents for biz +
living
Downtown Performing Arts
Center
Too small for Sprawl
to East etc, more
neighborhood emphasis
"annexes": N, S, + East
As business owner, find
ways to attract more
people downtown.
Multi-use Buildings
that adhere to exist
aesthetics.

Exercise #2

Value

local stores

Tennis courts at Middle School

Variety of restaurants

Pedestrian friendly

Core defined by town hall library,
is attractive

Police dept

Town Common

Small town feeling

Improve

parking

sidewalks, crosswalks, pavement

stronger lighting

Kendrick park (not inviting)

Connections to UMass

Lights at Amity/Main/McRl.

UMass needs housing on campus

Put food co-op on Gateway

Exercise #2

Value

Hustle + Bustle

✓ Small town feel

Value winter + Summer

✓ Historic New England feel

Cultural activities

Area that brings up together

Economic generator

✓ Farmer's market

activities on common

Cultural artistic ambience

public art

movie theater

Improvements

fancy one-story development

bad roads + sidewalks

better mix of stores

like a pedestrian mall at Boltwood

Development of art + outdoor spaces

PROS

- ✓ compact
- ✓ walkable ✓
- ✓ town common
- ✓ library
- post office
- ✓ restaurants ✓
- Hastings
- ✓ shopping
- ✓ cinema
- Dickinson
- ✓ non-chain attitude
- top college town
- true mixed use bldgs

CONS

- new buildings
- high-rise attitude
- marvel the way down
- LOSS of traditional stores
 - clothing, pharmace
 - hand hand
- more and variety
- ✓ not the right kind of shopping
- need year round residents
- ✓ not student housing
- some rundown buildings
- that won't get redeveloped
- what kind of retail in mixed-use
- ✓ infrastructure - crosswalks
- embarrassing

Ex. #2