

July 26, 2021

Rapid Recovery Plan Sunderland Phase II

 OverUnder

Introduction

Key Findings

Potential Project List

Next Steps

Questions & Answers

→ **Introduction**

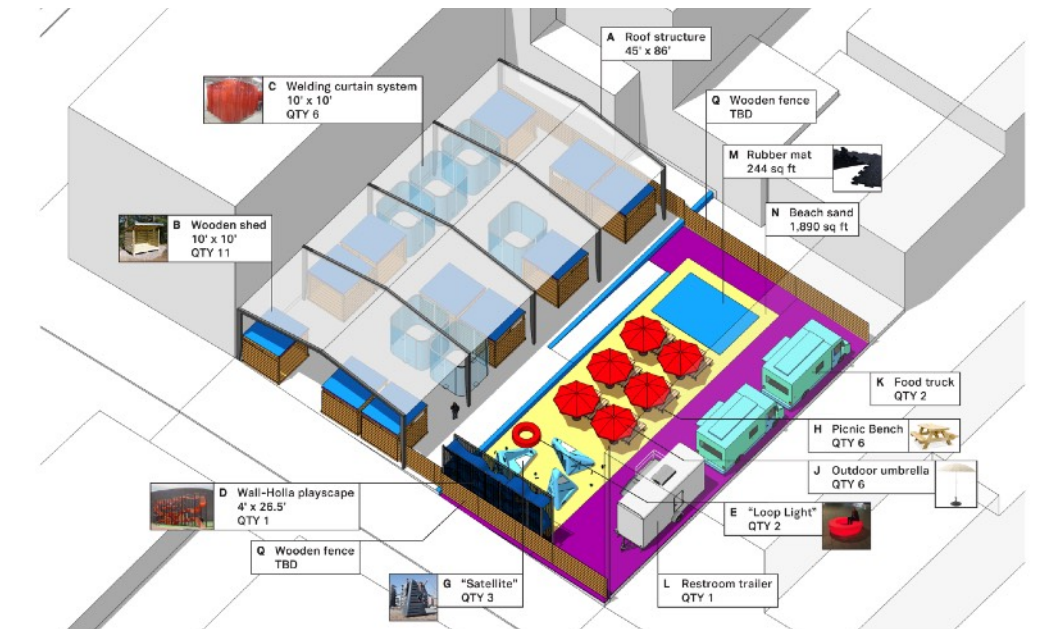
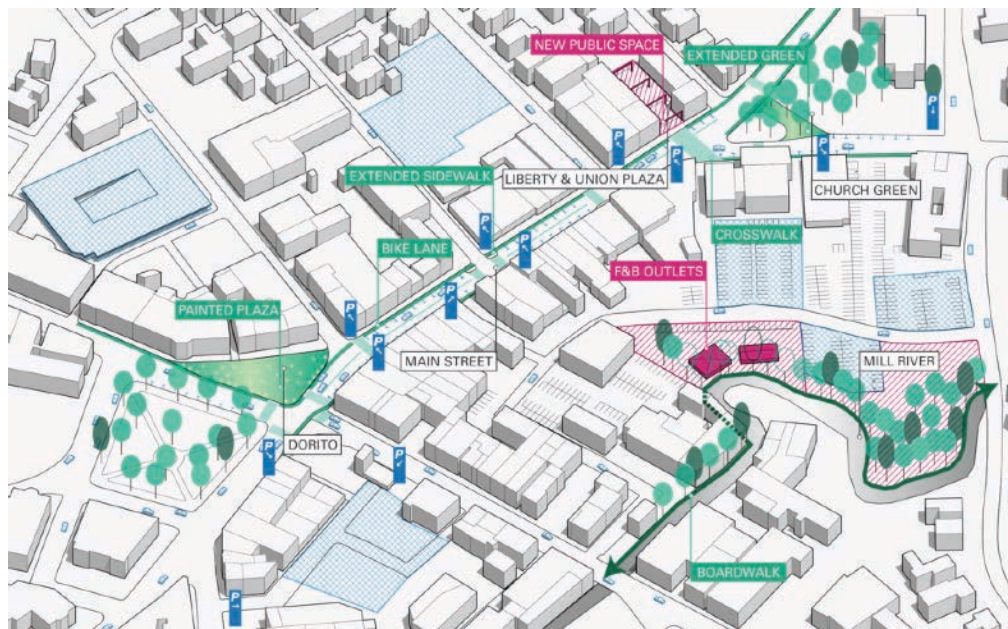
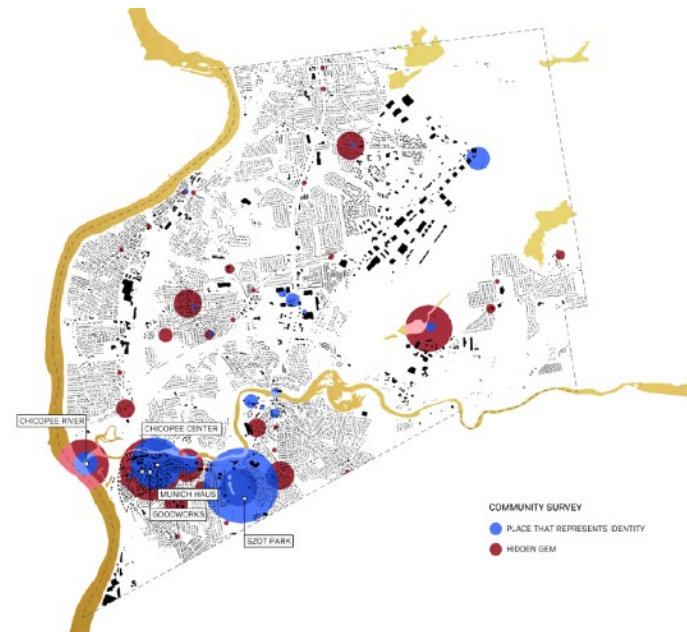
Key Findings

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Who we are



Downtown Taunton Plan

Chicopee Center Visioning

New Bedford Keystone Parcel

Schedule

Phase 1: Diagnostic	7 weeks (Week of April 12 through week of May 31)	Kick off meeting, Community Agreement, define study area, Public Presentation; promote state-wide business owner survey, Baseline Data
Phase 2: Project Recommendations	7 weeks (Week of June 7 through week of July 26)	Coordination with community, SME(s) if applicable, Public Presentation; Project List
Phase 3: Plans	6 weeks (Week of August 2 through week of September 13)	Coordination with community and SME(s), Final Plan Draft and 1 revision

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Communication

- Village Center Committee
- Town Administrator

Business Community

- online surveys
- interviews

Physical Observation

- photo documentation
- sketches

Research

- GIS
- data collection



The Village Center has many assets, including:

- Within a picturesque rural setting
- Historic North & South Main Street
- Easy access to the river
- Good connectivity by public & private transportation
- Small town feel

Some of the challenges facing the Village Center are:

- Being a pass-through, not a destination
- Lack of definition
- Walkability hindered
- Underdeveloped land
- Small town environment



Village Center businesses were unequally impacted by the pandemic.
Food establishments were the hardest-hit.

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- #1 Provide Immediate Support to Businesses in Need**
- #2 Use Branding to Solidify Village Center Identity**
- #3 Increase Pedestrian & Bike Connectivity**
- #4 Target Desired Businesses**
- #5 Utilize Zoning to Create the Desired Development**
- #6 Capitalize on Events to Draw Residents & Visitors**

#1

**Provide Immediate Support to
Businesses in Need**

Assist in acquiring funds for cash-strapped businesses



**SMALL BUSINESS EMERGENCY
RELIEF PROGRAM, ROUND TWO**

**Grants of up to \$5,000 available to Lowell small businesses that have
encountered financial hardship due to the COVID-19 pandemic.**

Make outdoor dining & selling easier on a permanent basis



Sugarloaf Frostie Outdoor Dining

#2

**Use Branding to Solidify
Village Center Identity**

Shared marketing program for existing businesses

I AM STRONG

I AM POSITIVE

I AM RESILIENT

I AM CONSIDERATE

I AM WELCOME

I AM HOPEFUL

I AM HERST



AMHERST FOUNDATION

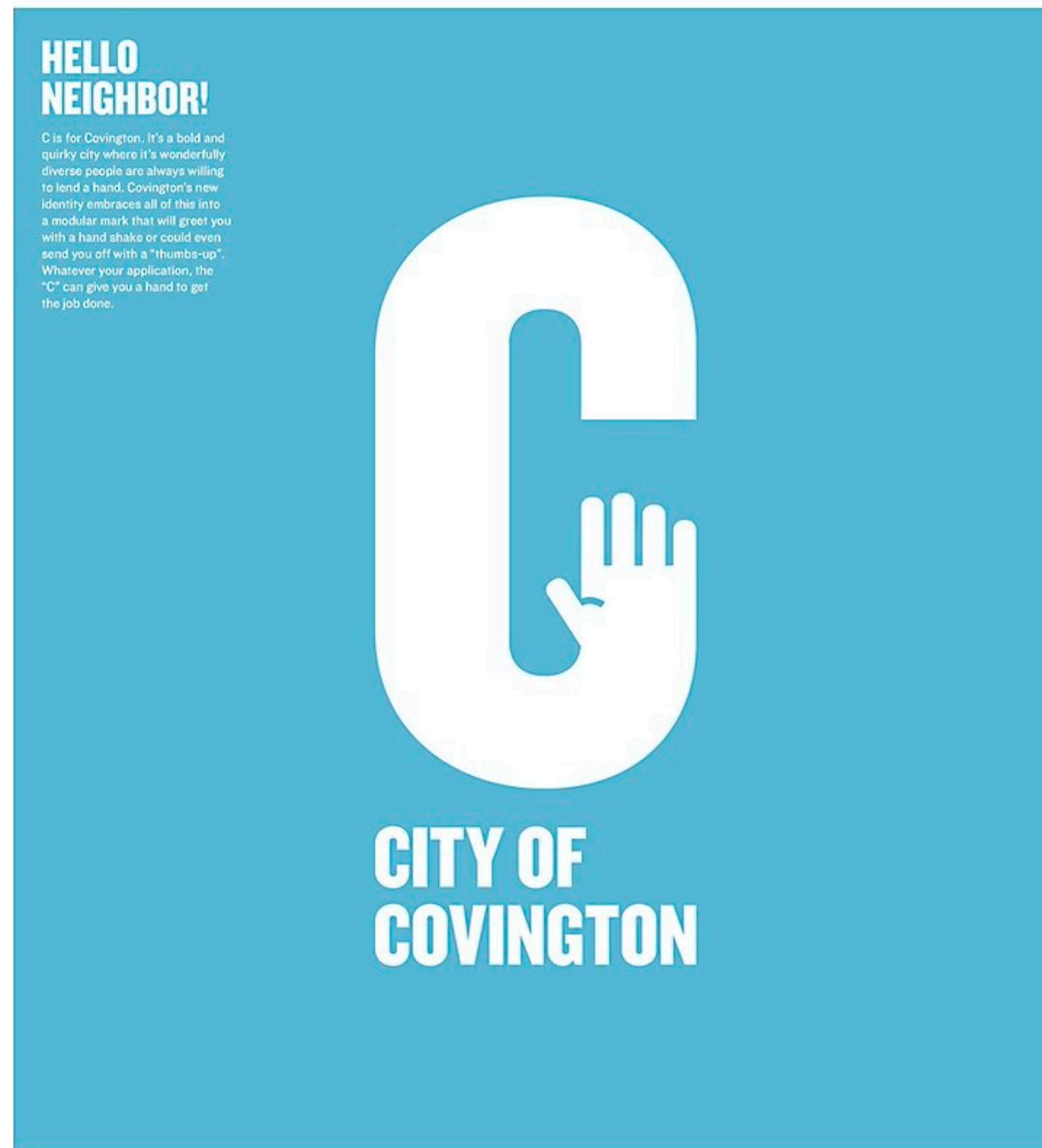
Takeout & Delivery Options
Scan Image QR Code

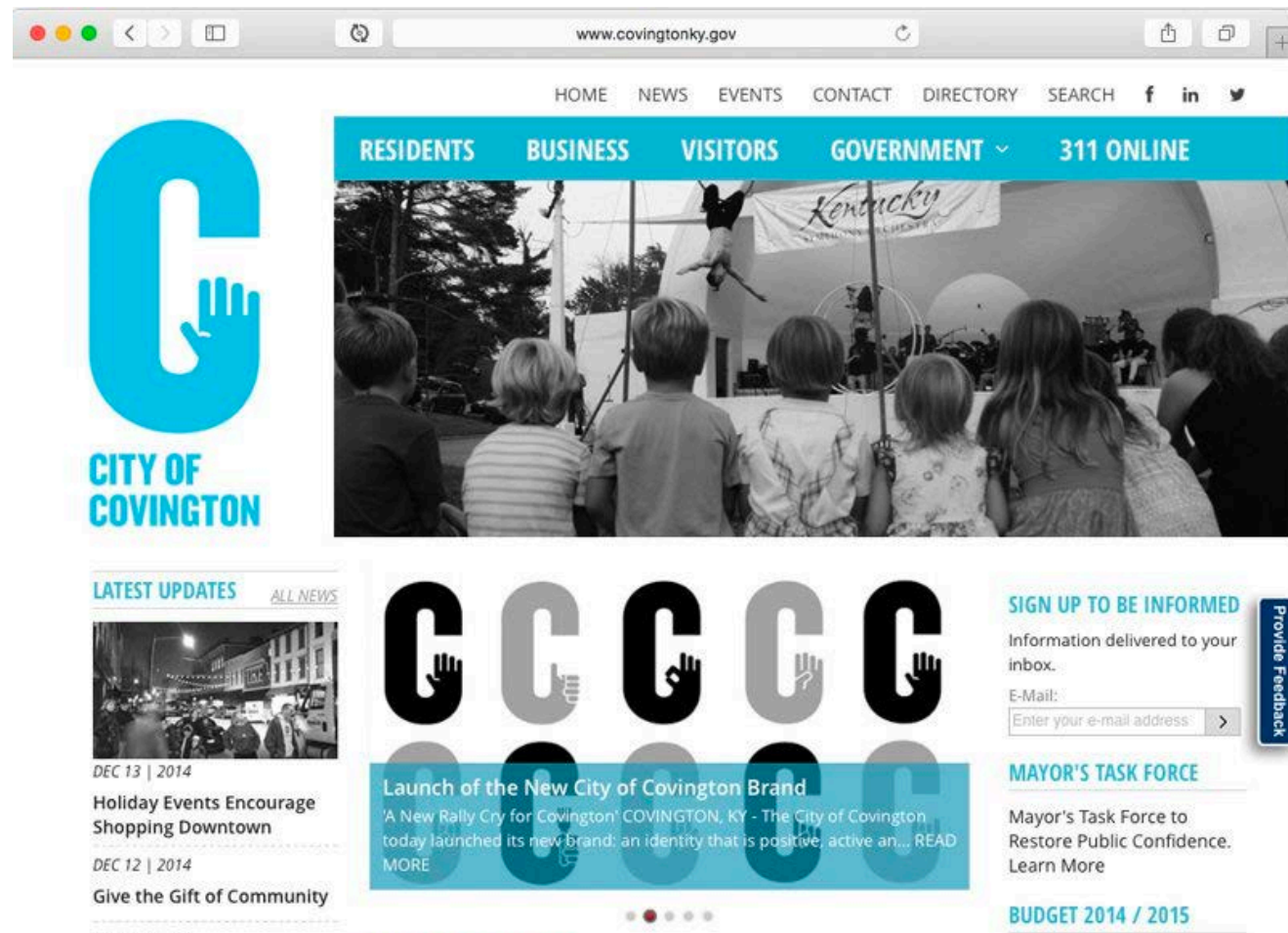


Support Local • Eat Global
amherstdowntown.com/takeout



Branding the Village Center







Wellington Street Parklet in Montreal, QC



Signage to announce arrival to Village Center



Downtown Worcester Signage



Pottery Road Bicycle and Pedestrian Crossing in Toronto, Canada

Road and/or crosswalk painting

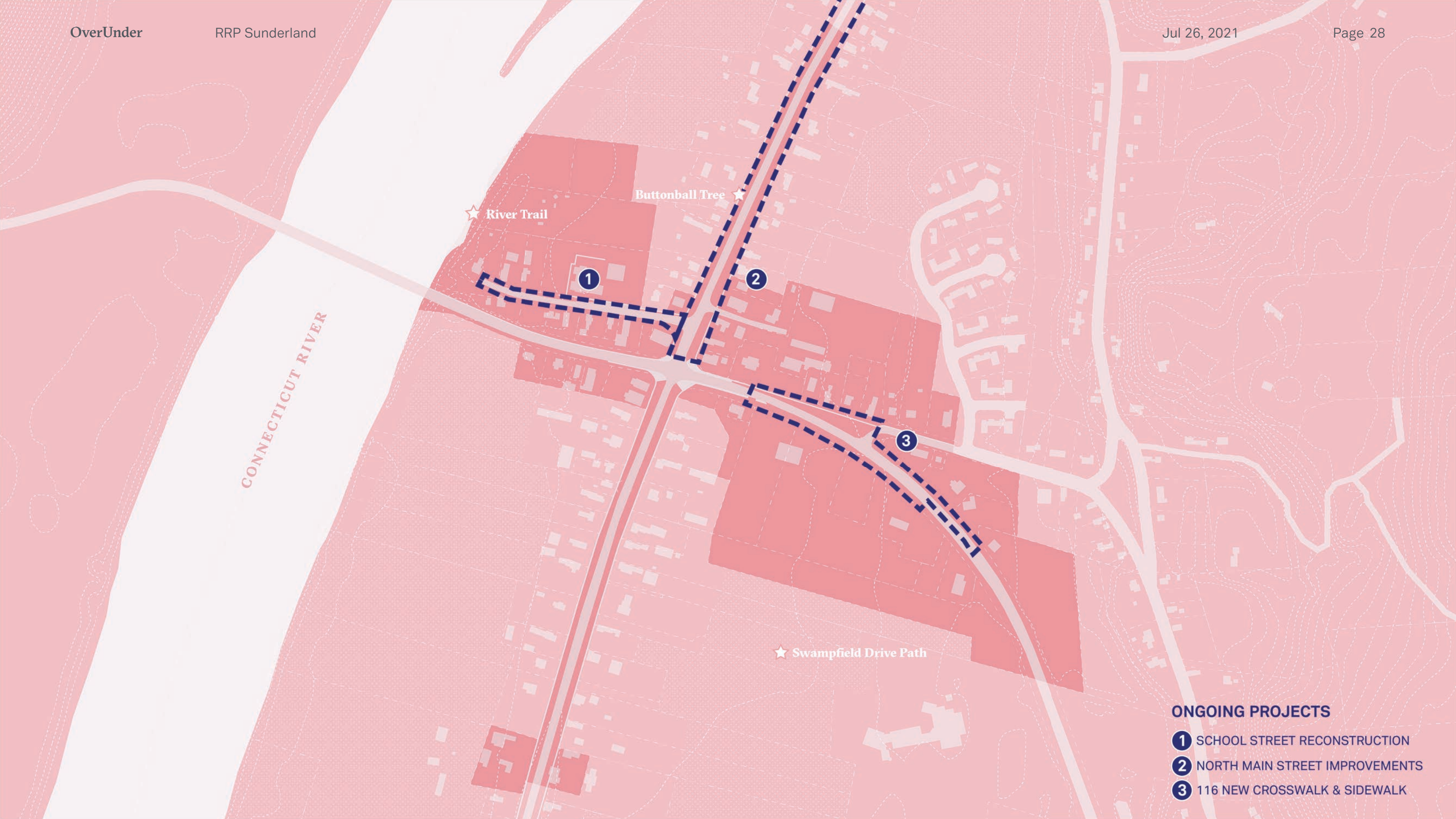


Gove Street Crossing in East Boston



#3

**Increase Pedestrian &
Bike Connectivity**



CONNECTICUT RIVER

★ River Trail

★ Buttonball Tree

★ Swampfield Drive Path

1

2

3

ONGOING PROJECTS

- 1** SCHOOL STREET RECONSTRUCTION
- 2** NORTH MAIN STREET IMPROVEMENTS
- 3** 116 NEW CROSSWALK & SIDEWALK

Increase walkability of 116 and 47

Redesign intersection of
116 and 47 to make it more
pedestrian-friendly



Protected intersection at Covell Boulevard and J Street in Davis, CA



Roundabout at intersection of North Main St & Bridge Rd in Northampton, MA



Tactical intersection in Salt Lake City, Utah

Increase walkability of 116 and 47

Native landscape along 116
and Main Street to define
edges and improve
pedestrian experience



Ballerup Boulevard in Denmark

Before



After



Increase walkability of 116 and 47

Make pedestrian & bike
bridge crossing safer



Pottery Road Bicycle and Pedestrian Crossing in Toronto, Canada

Form an outer loop



A
Bike Lane



B
Bike Rack



C
Parklet



D
Public Art

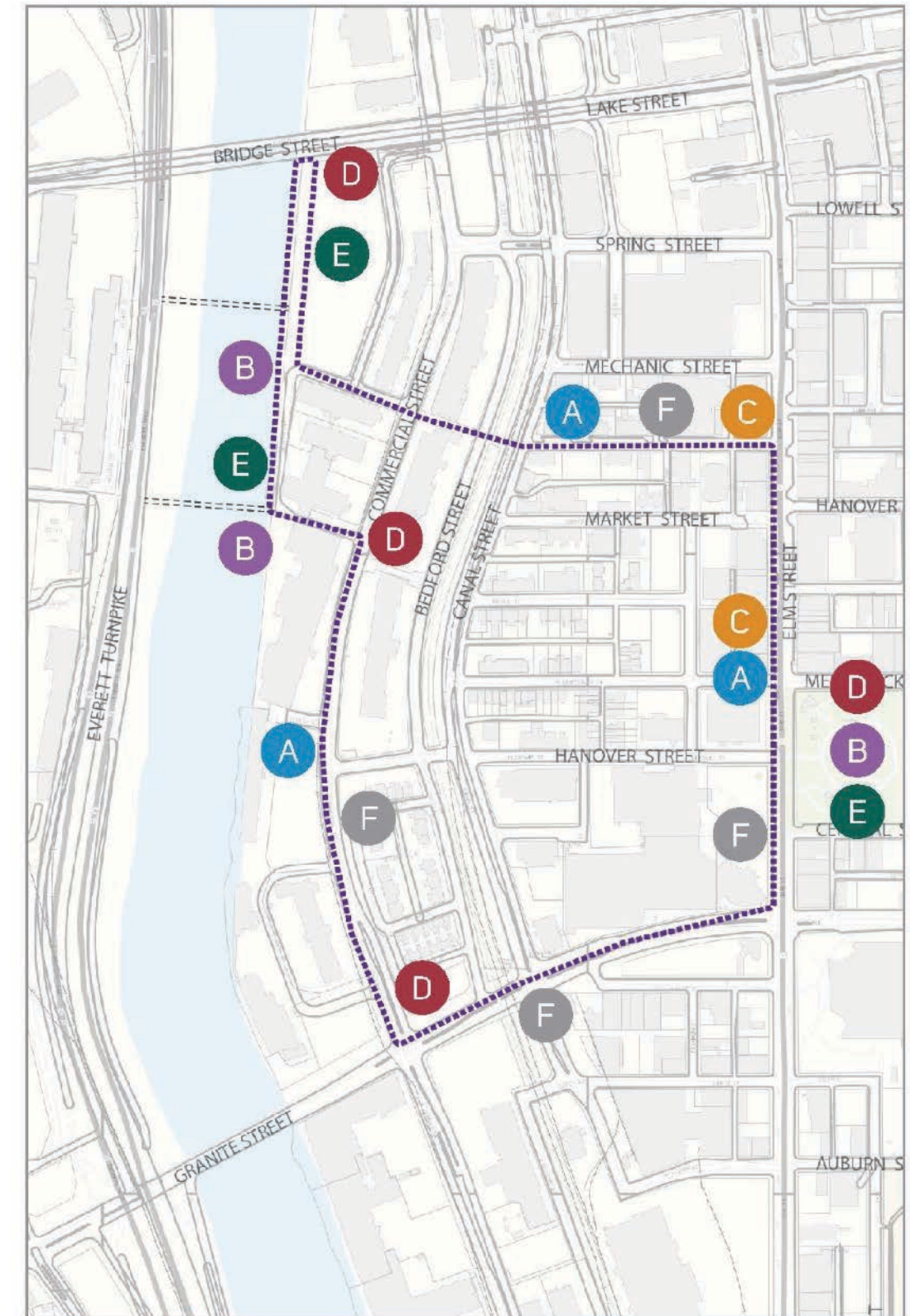


E
Seating



F
Sidewalk Art

THE LOOP: STREETSCAPE + ART EXAMPLE ELEMENTS



The Loop event in Manchester, NH



CONNECTICUT RIVER

★ River Trail

Buttonball Tree ★

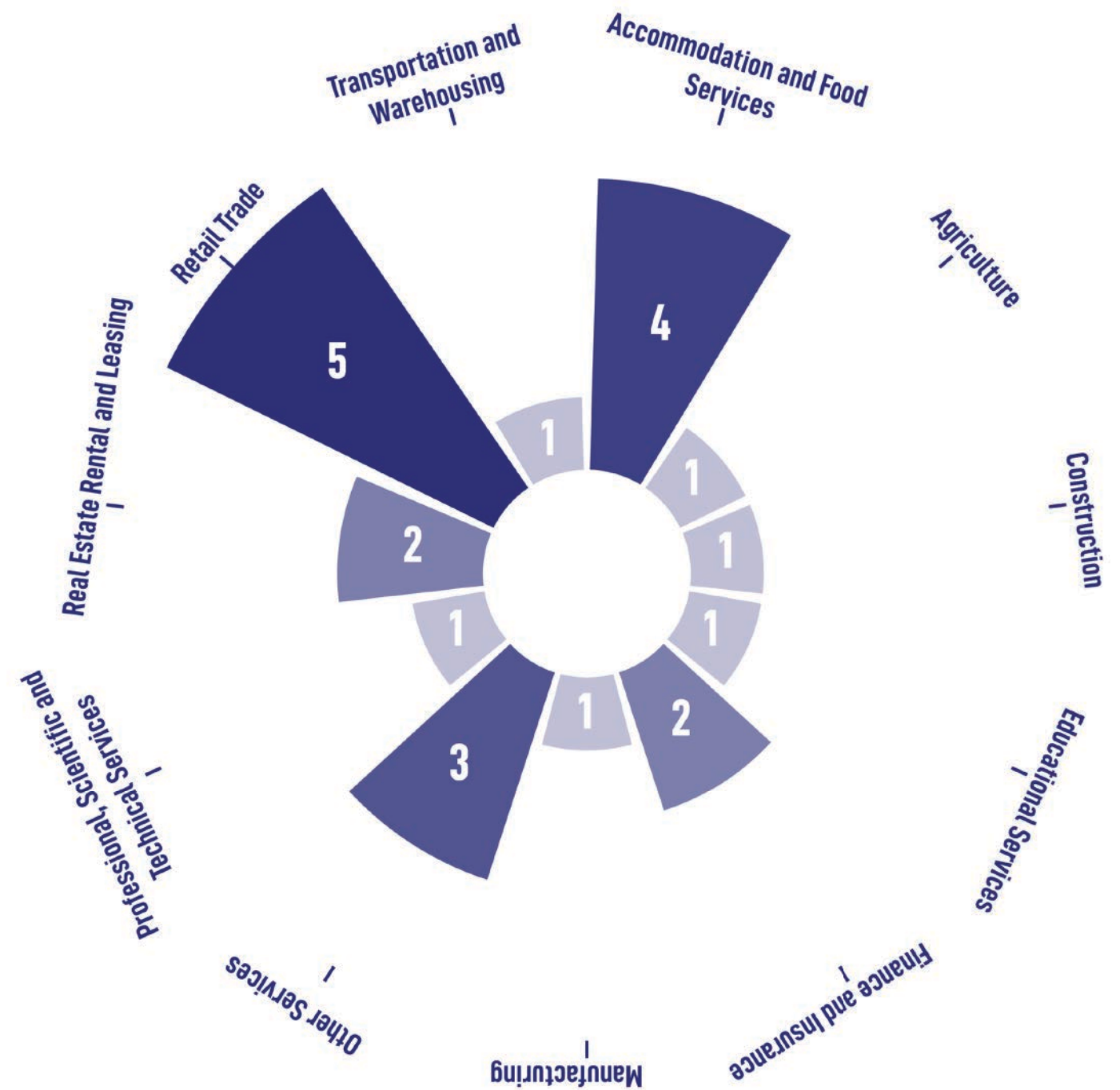
★ Swampfield Drive Path



#4

Target Desired Businesses

Identify the businesses wanted/needed



Identify what is possible through market analysis



Bellingham Economic Development Study July 2018

Prepared for:
Town of Bellingham
Massachusetts

Prepared by:
Metropolitan Area Planning Council
60 Temple Place, 6th Floor
Boston, Massachusetts 02111
Tel (617) 451-2770
www.mapc.org

The block contains the text for the study's preparation, the MAPC logo (Metropolitan Area Planning Council), and the official seal of the Town of Bellingham, Massachusetts.

Implement soft and hard campaign to attract businesses (marketing, business-friendly town hall, etc.)



Business Attraction Campaign in Essex, Ontario, Canada

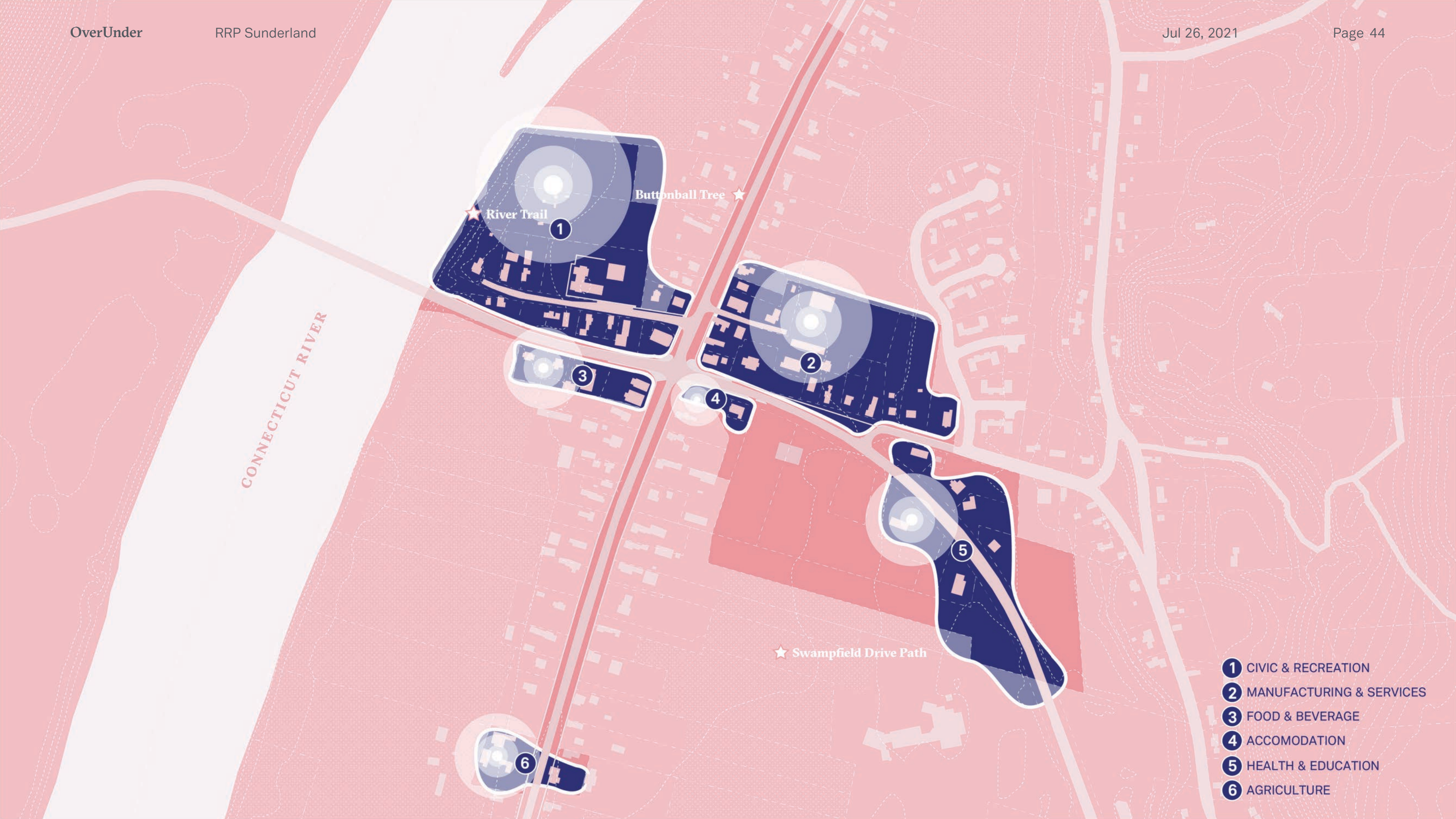
#5

Utilize Zoning to Create the Desired Development

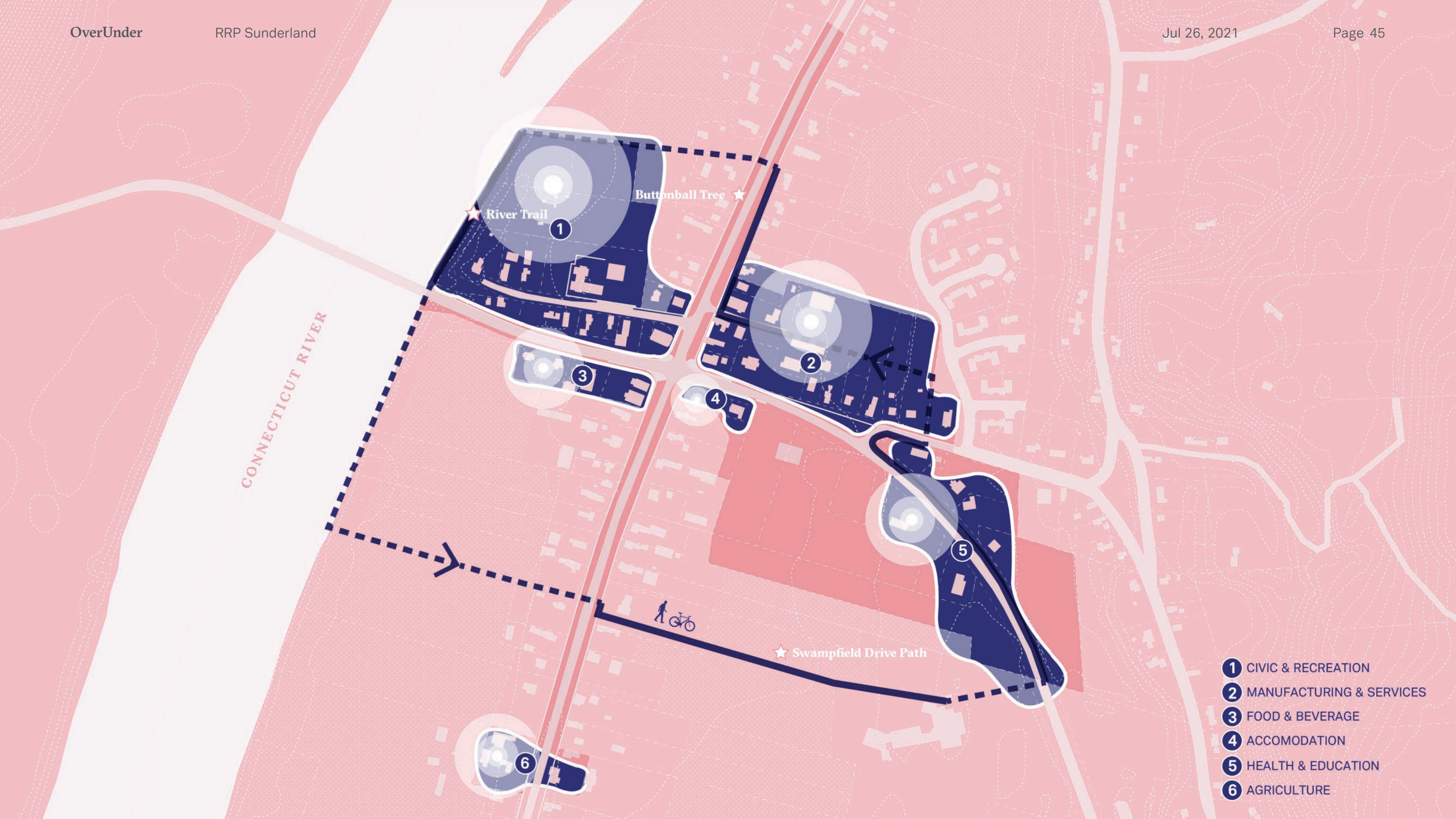
Planning for clusters of activity in four quadrants & outer ring of clusters



Cluster of businesses in Sunderland



- 1 CIVIC & RECREATION
- 2 MANUFACTURING & SERVICES
- 3 FOOD & BEVERAGE
- 4 ACCOMODATION
- 5 HEALTH & EDUCATION
- 6 AGRICULTURE



CONNECTICUT RIVER

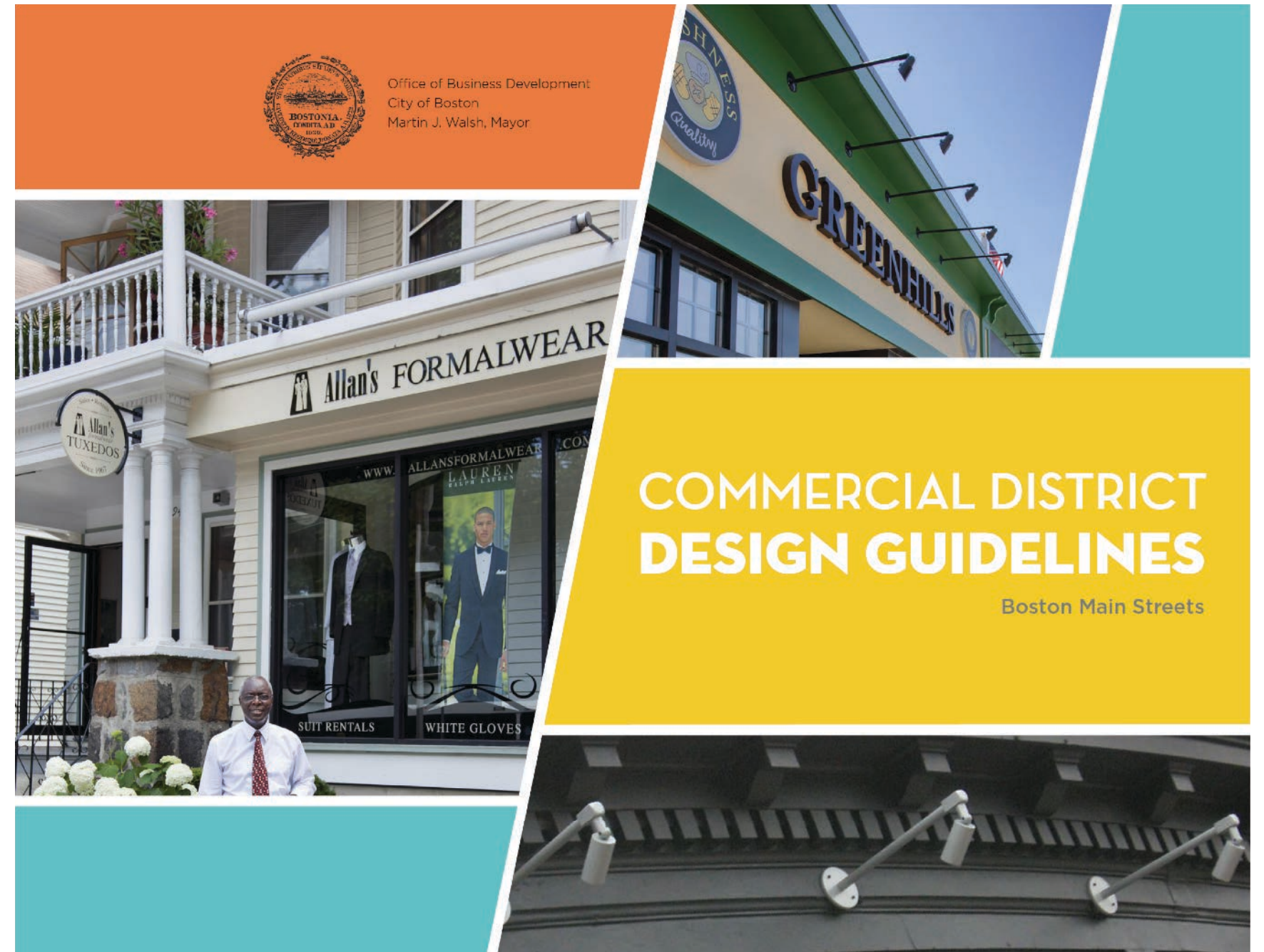
River Trail

Buttonball Tree

Swampfield Drive Path

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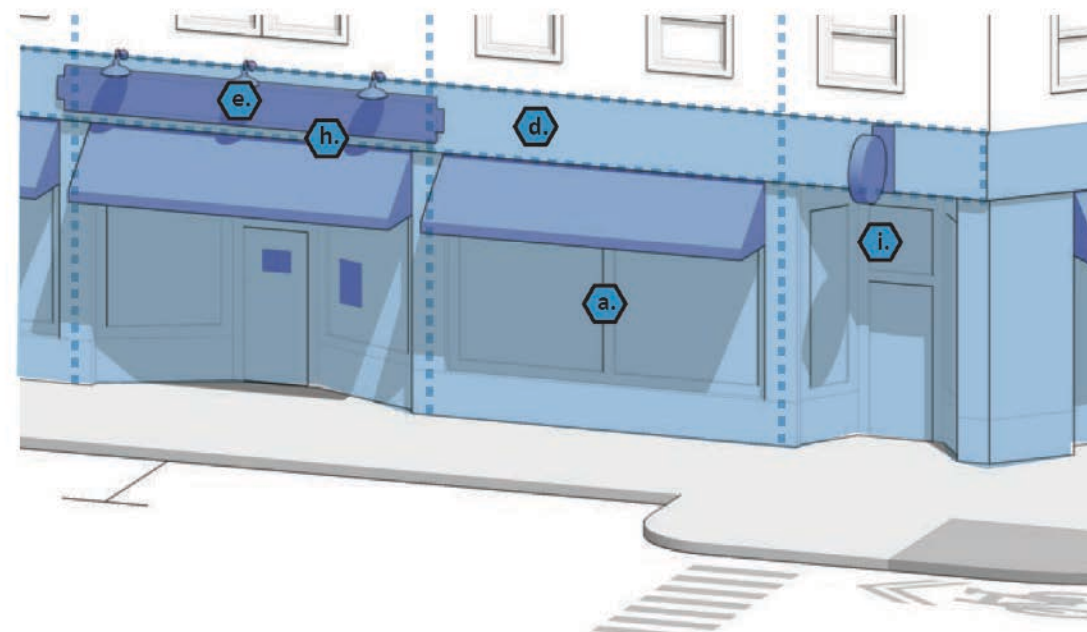
Guidelines for new commercial development



ENLARGEMENT OF GENERALIZED MAIN STREET SIGN



*Diagram illustrates possible locations for signage, all signs combined may not be allowed on a single facade.



GENERALIZED MAIN STREET BUILDING

PEABODY DOWNTOWN DESIGN STANDARDS
MAIN STREET SUBDISTRICT

Main Street Subdistrict Signs

C. Signage Standards (continued)

3. Building Signage

- a. Integrate Sign/Awning with Building** – Signs shall be integrated with the building on which they are placed considering architectural style, character, historic significance, rhythm and scale of facade features, and patterns of doors and windows. Particularly with historic buildings, sign design shall not obscure, damage or conflict with architectural features contributing to the building's character.
- b. Coordinate Sign/Awning Placement** – Signs shall be designed for the specific building and location on the building on which they will be placed. Signs shall be centered within the area of the facade on which they will be mounted and sized as to not extend beyond the boundaries of the area intended to receive the sign. Signs previously installed at other locations shall not be used.
- c. Coordinate Sign Style** – Sign design shall complement and coordinate with the overall character and design of other site and building components.
- d. Coordinate Secondary Signs** – Window and door signage shall be coordinated with the overall sign design and program to be unified and coordinated. Window signs shall be minimized and shall not dominate glazed surfaces to attain minimum transparency requirements.
- e. Coordinate Awnings/Other Features** – Awnings style shall be standard depth angled frames, may be a single panel or include a plain edge valance and may be closed or open-ended. Rounded or dome awnings are not acceptable. If a sign is included on the awning, other primary signage shall not be provided. Awning shall be

constructed of fabric or canvas and shall be opaque and use cut or screen-printed letters or logos. Lettering and graphic elements shall comprise not more than 30 percent of the total awning surface.

f. Integrate Sign Mounting – Projecting signs shall be integrated into the design of the facade with attractive sign mounting.

g. Prepare Sign Location – Areas of the building to receive the sign shall be prepared, cleaned, repaired and painted as required prior to the installation of the sign. Any previously installed signs shall be completely removed and any damage to the building repaired prior to installation of a new sign.

4. Sign Illumination

- h. Focus Awning Illumination** – If a window awning sign is internally illuminated, only the sign letters, logo and ornamentation shall be translucent. The background material shall be opaque.
- i. Limit Internal Sign Lighting** – External sign illumination shall be the preferred method of sign lighting.
- j. Integrate Lighting Utilities** – Sign conduit, raceways, or other utility components shall be concealed from public view.
- k. Coordinate Signage Lighting Fixtures** – External light fixtures shall be simple and unobtrusive, mounted as to avoid obscuring the sign or building facade and designed to project light from above the sign to provide a consistent and even wash of light across the sign.

#6

Capitalize on Events to Draw Residents & Visitors

Outdoor events in the Village Center every season



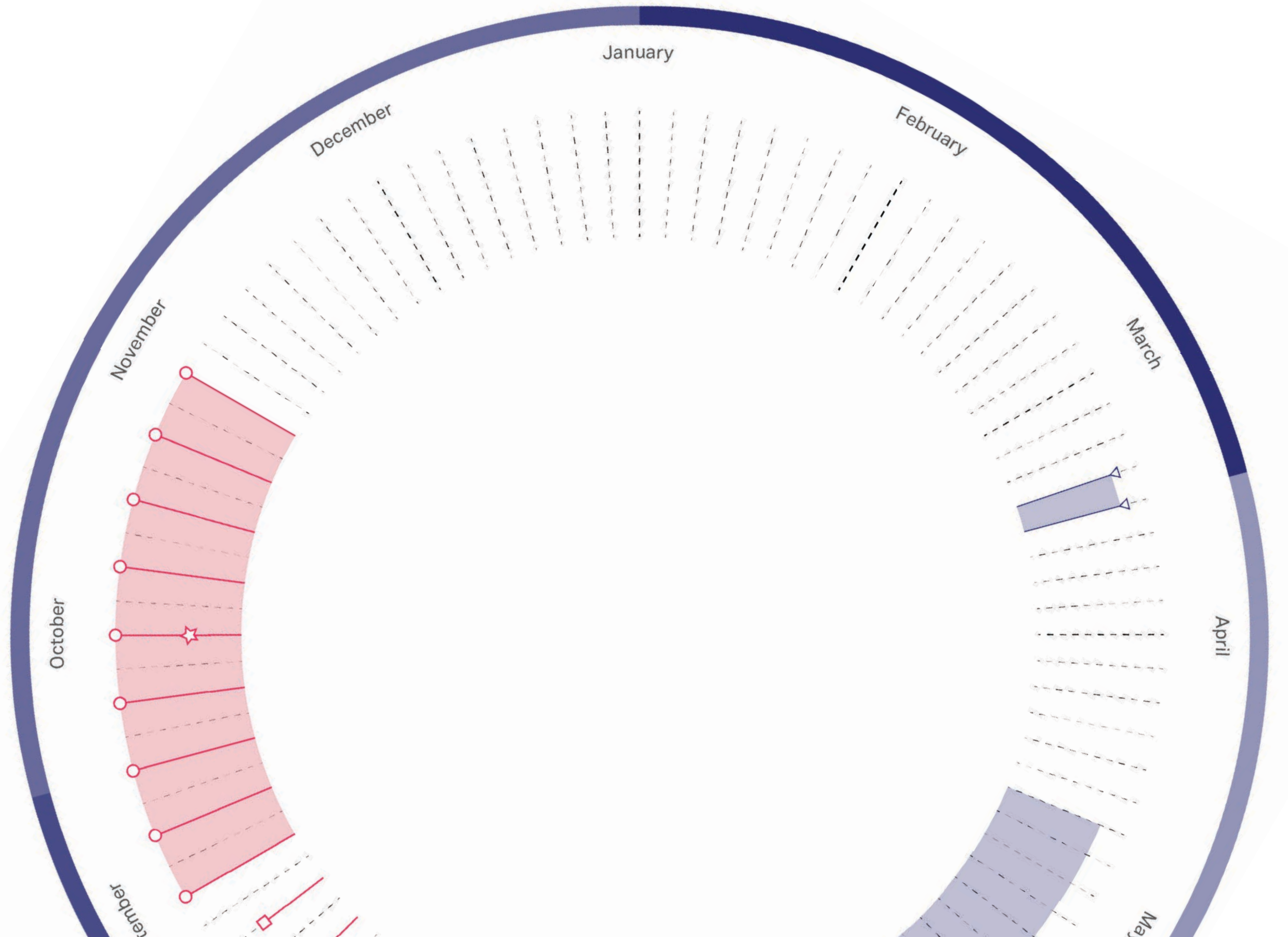
Moonlight Magic Event in Shelburne Falls

REGION

- WATER ACTIVITIES
- HIKING
- SKIING & CROSS COUNTRY SKIING

VILLAGE CENTER

- MIKE'S MAZE
- SPORTS
- ☆ FALL FESTIVAL
- LIBRARY FRIDAY NIGHTS
- MIKE'S MAZE EVENTS
- ▷ SPORTING EVENTS



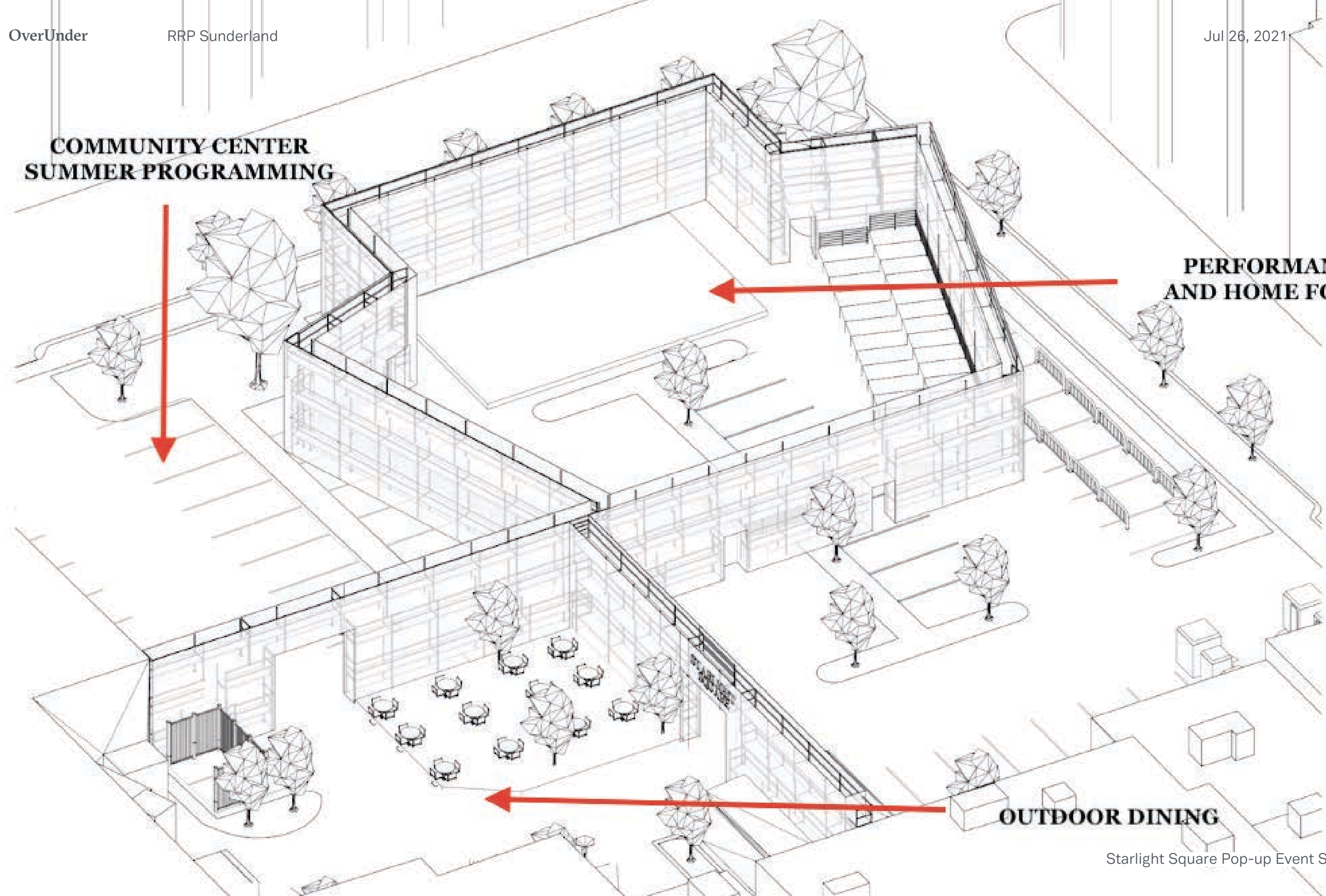


Starlight Square Pop-up Event Space in Cambridge, MA

**COMMUNITY CENTER
SUMMER PROGRAMMING**

**PERFORMANCE VENUE
AND HOME FOR THE ARTS**

OUTDOOR DINING





Jellyfish Warming Huts in Winnipeg, Canada





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Phase 2

→ Coordinate with community

- communication with Village Center Committee
- communication with Town Administrator

→ Subject Matter Experts (SME)

- Transportation
- Economic Development
- Events Programmer

→ Public Presentation

- July 26, in person

→ Create Project List

- recommendations
- approval

Phase 3

→ Public Realm

- Transportation or Infrastructure Planning strategies
- Placemaking, Landscape Architecture, and Architecture and Design strategies

→ Private Realm

- Redevelopment and Private Investment

→ Revenues and Sales

- incl. marketing and promotion

→ Administrative Capacity

- land use, zoning, policy, and regulations
- small business assistance

→ Tenant Mix

→ Cultural/Arts Organizations

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