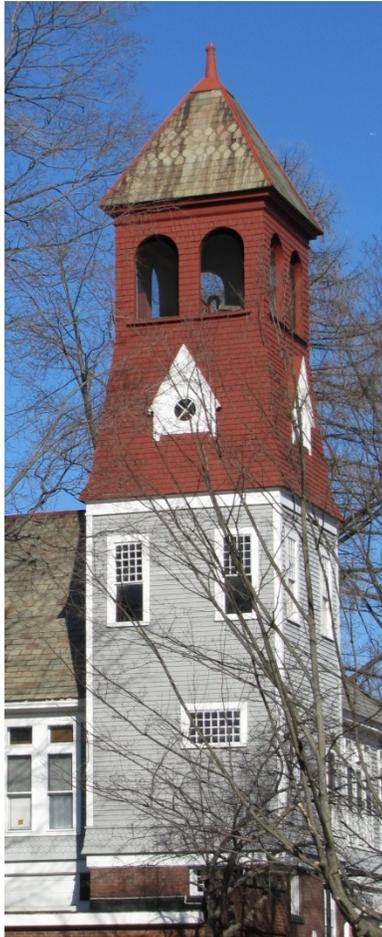


The Rise of The Falls



South Hadley Falls SDAT
April 22-25, 2012



What you asked for

- Capitalize on unique attributes
- Connect the Falls
- Involve sustainability principles
- Support appropriate development



What you asked for

- Expand park system
- Increase activities
- Identify uses for surplus town properties



We've had lots of input...



...and now for the results



Economic Development: Place Matters



Creating and
enhancing places
where people
want to be

Economic activity
will follow



Economic Development: Still Based on Location and Assets



The Falls has:

- The river
- Walkable scale
- Existing community and community institutions
- Affordability
- Location in Five College region and knowledge corridor



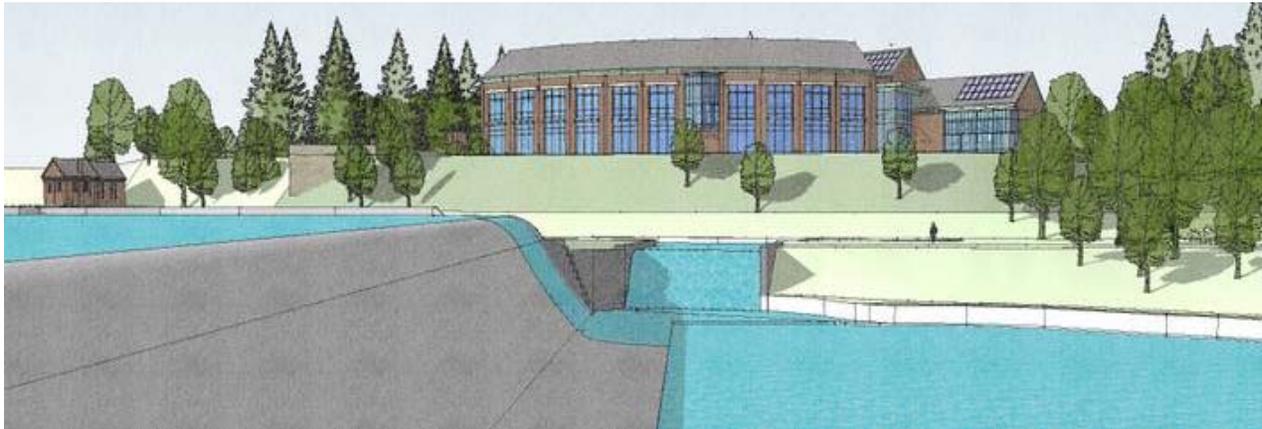
Building On What Is Unique In The Falls

- History
- Recreational and ecological amenity of river
- Authentic mix of uses



Revitalization: How Is It Done

- Strategic public investment and catalytic activity
- Synergy between public realm and commercial activity
- Programs and activities
- Ambitious but incremental



It's Done In Steps



- Building the place through events and organization
- Work with what you've got
- Lay the groundwork for new investment



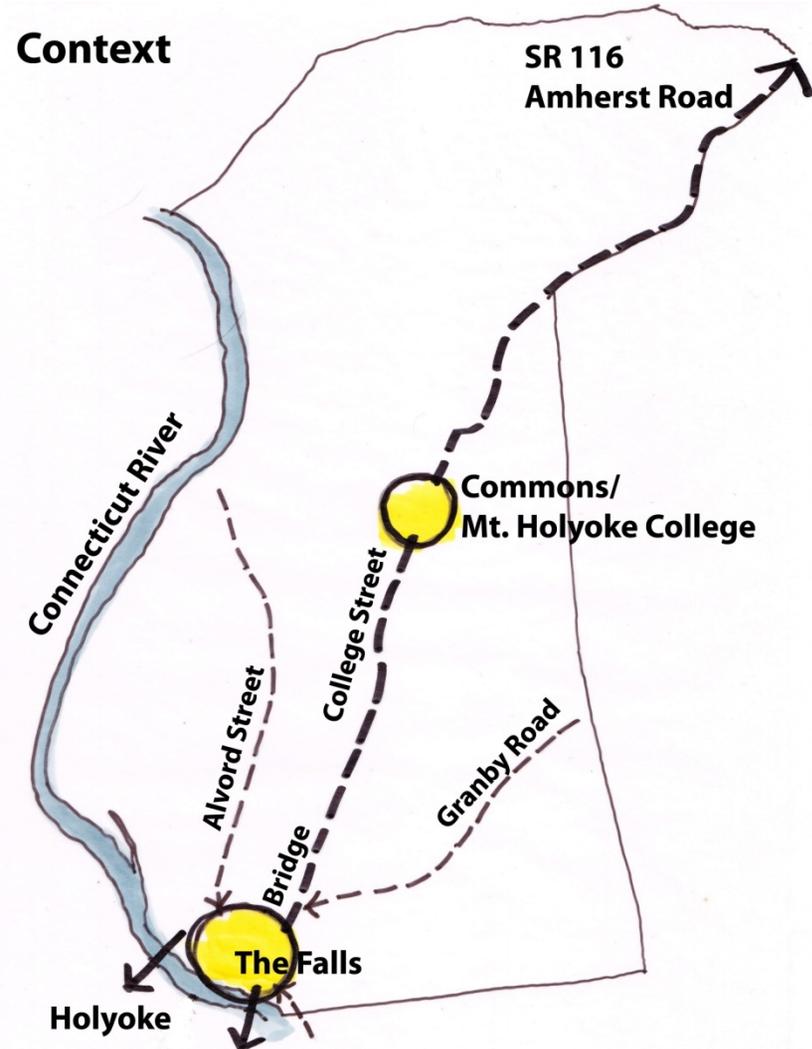
Community Context – South Hadley

- Falls area located in southern portion of the Town
- Situated along the banks of the Connecticut River
- Situated south of South Hadley Center / Commons
- Framed by State Routes 202 and 116



Community Connections

- State Route 116 connects South Hadley Falls with South Hadley Center
- State Route 116 connects South Hadley Falls to Holyoke



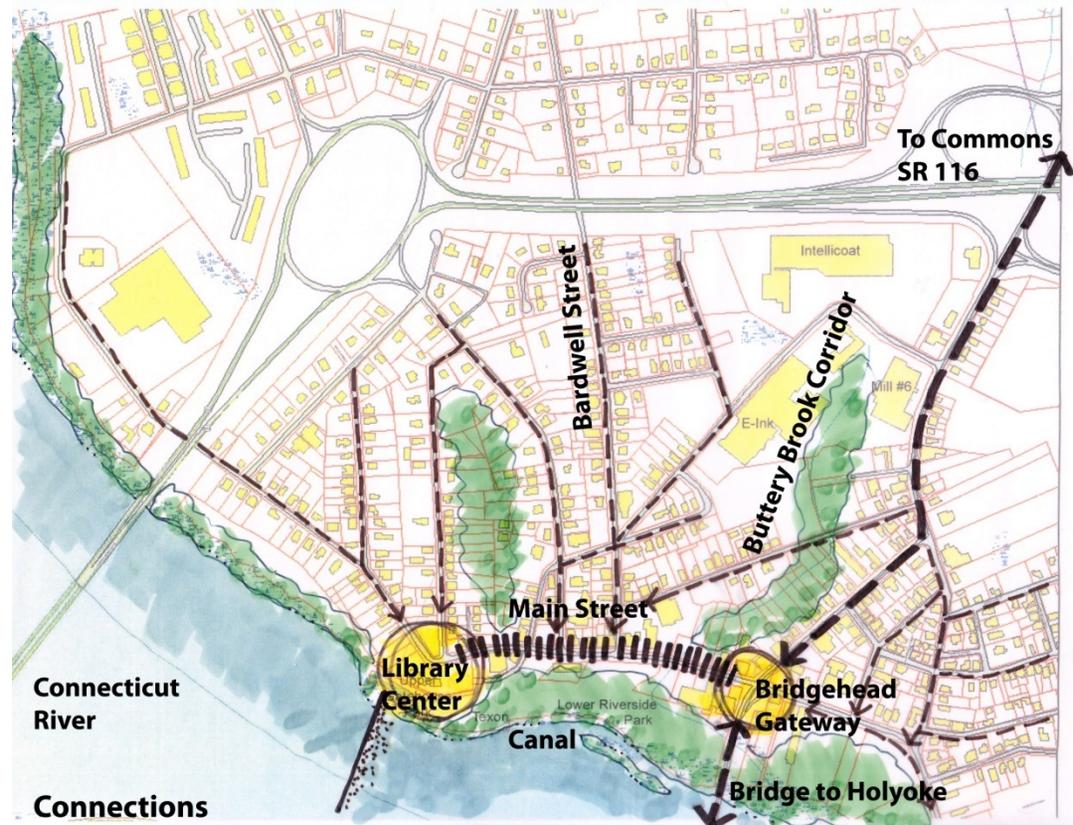
Bicycle Connections

- Logical location for an on-street bicycle lanes (available right-of-way)
- On-street bicycle connection could extend across the bridge
- Available bridge capacity (can have more than just a sidewalk)
- Power transmission corridor – potential location for an off-road trail



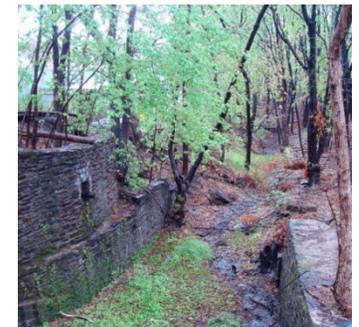
Neighborhood Connections

- Focal points – library center and bridgehead gateway
- Ways to improve upon Main Street
- Grid pattern – walkable streets that lead to the riverfront



Local Context - Existing Assets

- Walkable street grid – “10-minute neighborhood fabric”
- No impediments along the waterfront (railroad or highway corridors, big box or industrial uses)
- Continuous green spaces
- Small businesses
- Civic and cultural resources
- Industrial heritage
- Community pride



Existing Assets



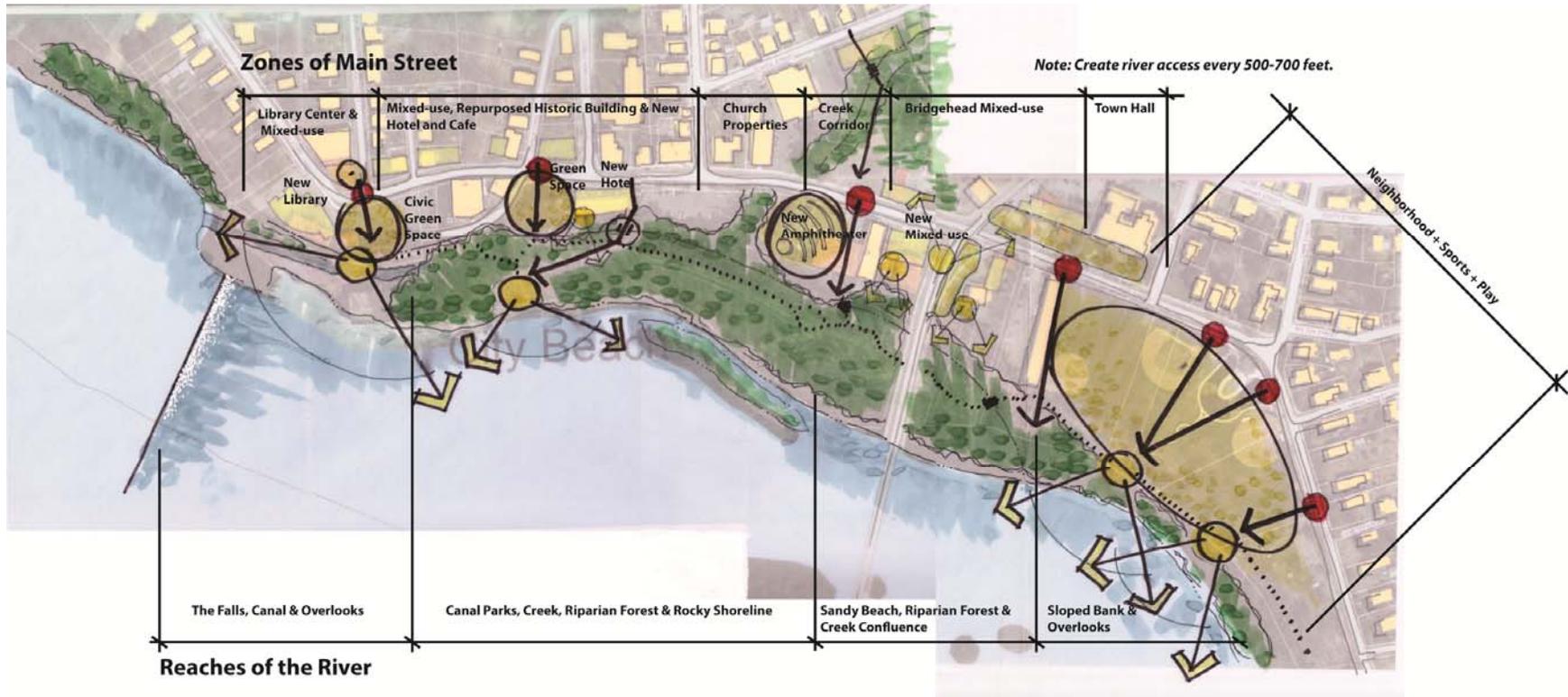
Reaches of the River + Main Street Zones

- Focus on existing resources
- Take advantage of opportunities
- Make strong connections to the waterfront every 500 to 700 feet
- Leverage existing anchors – capitalize on good decisions/achievements
- Create nodes for activities / gateways (library center and bridgehead)



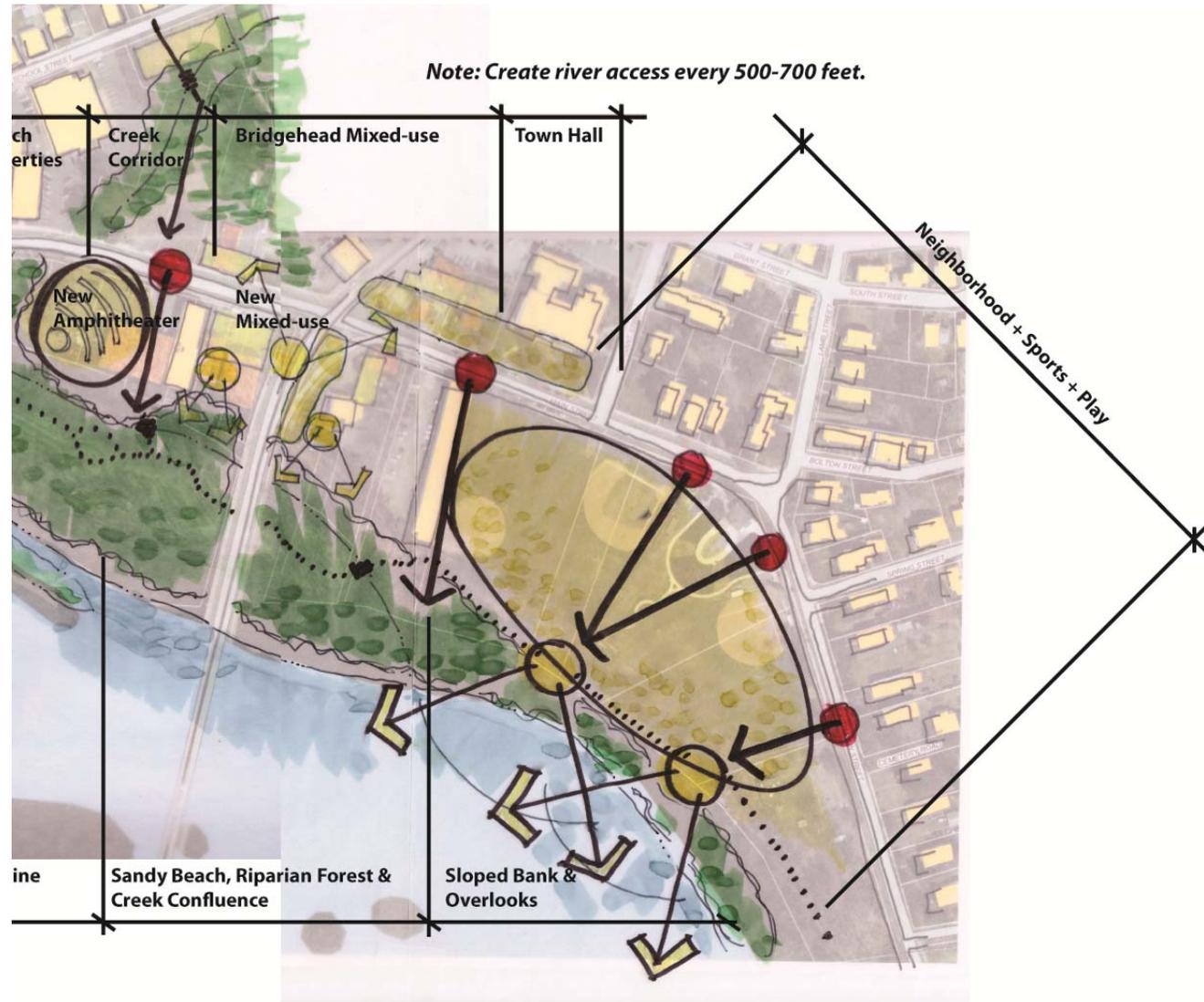
Reaches of the River + Main Street Zones

CONCEPT



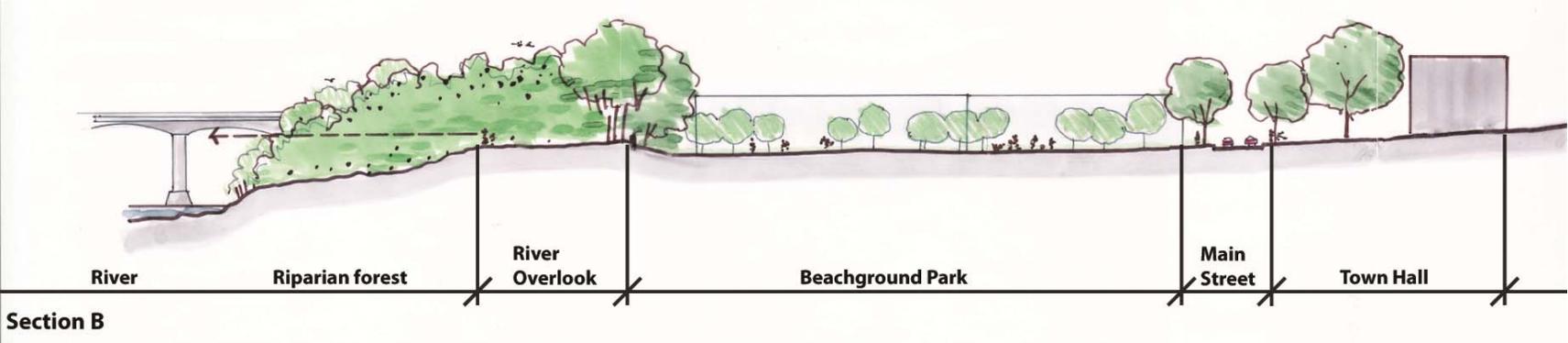
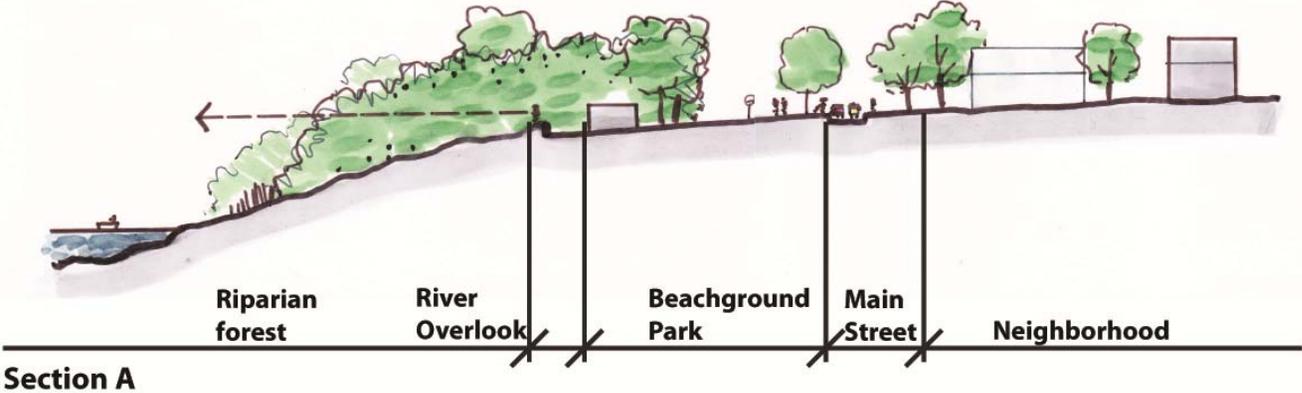
Reaches of the River + Main Street Zones

CONCEPT



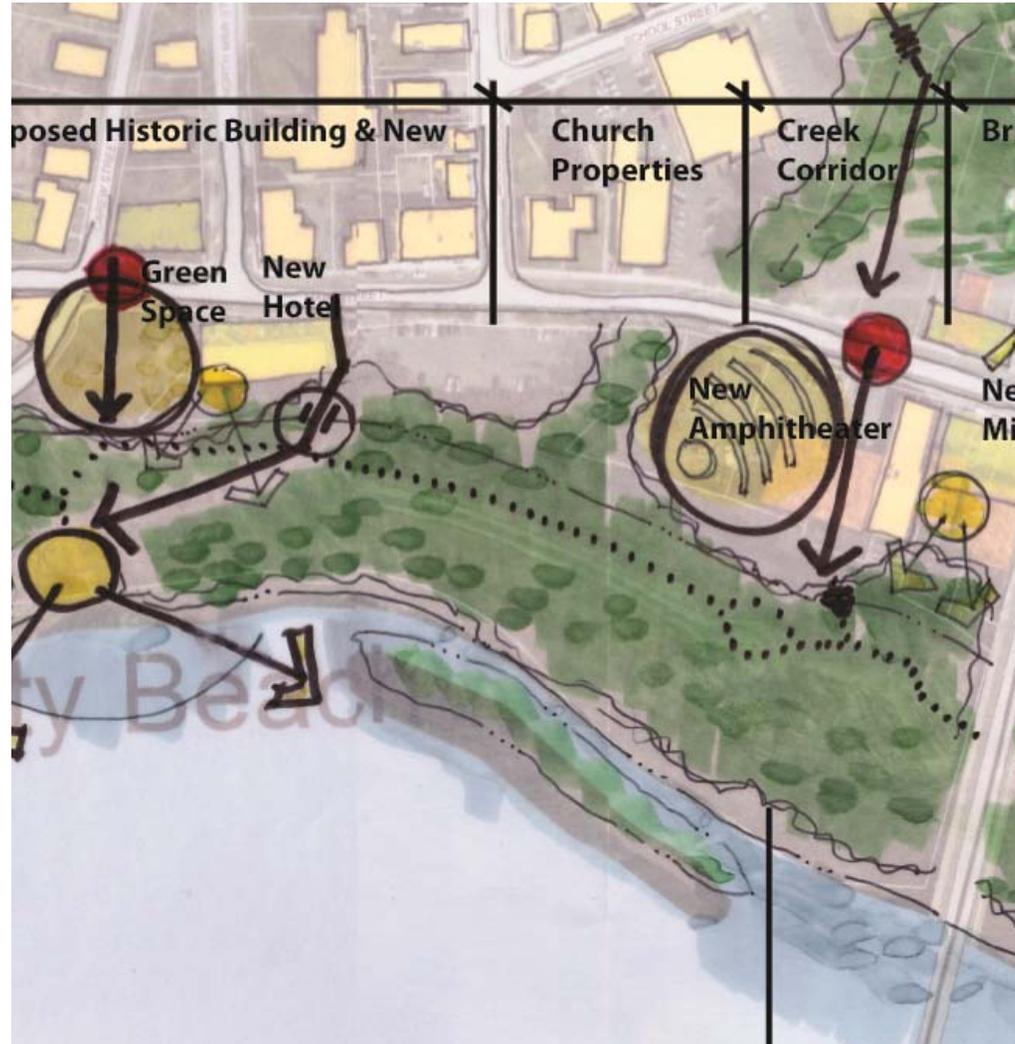
Reaches of the River + Main Street Zones

CONCEPT



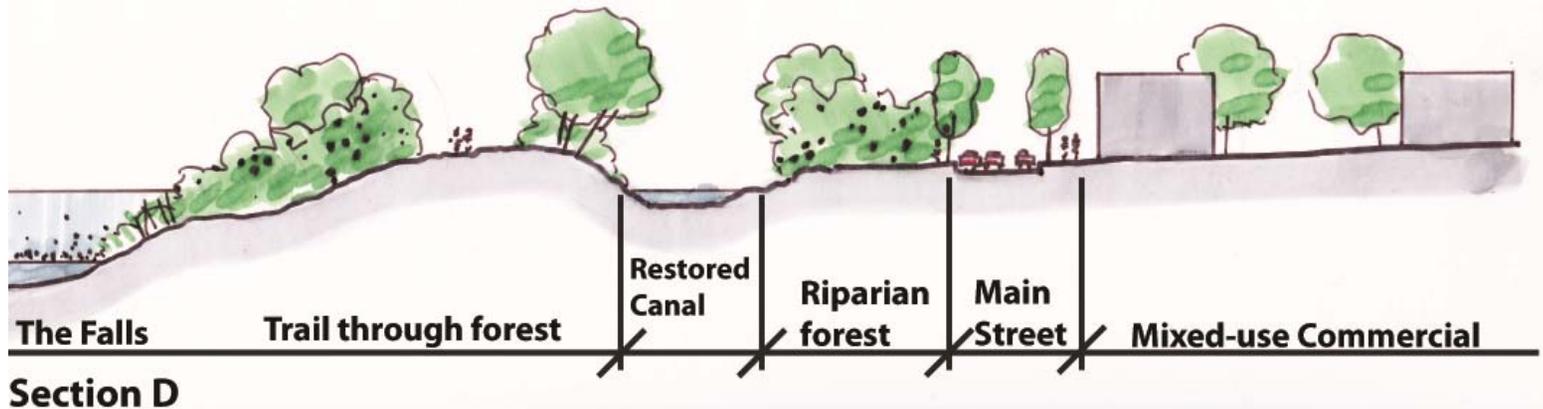
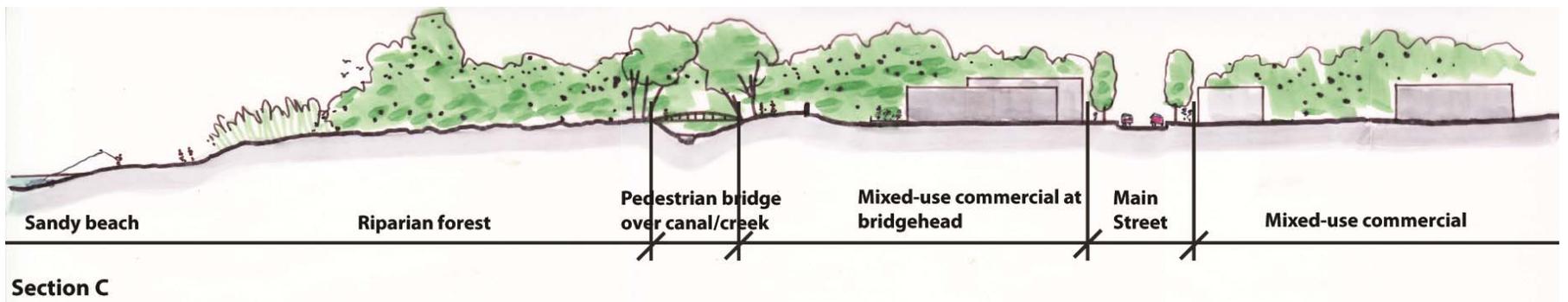
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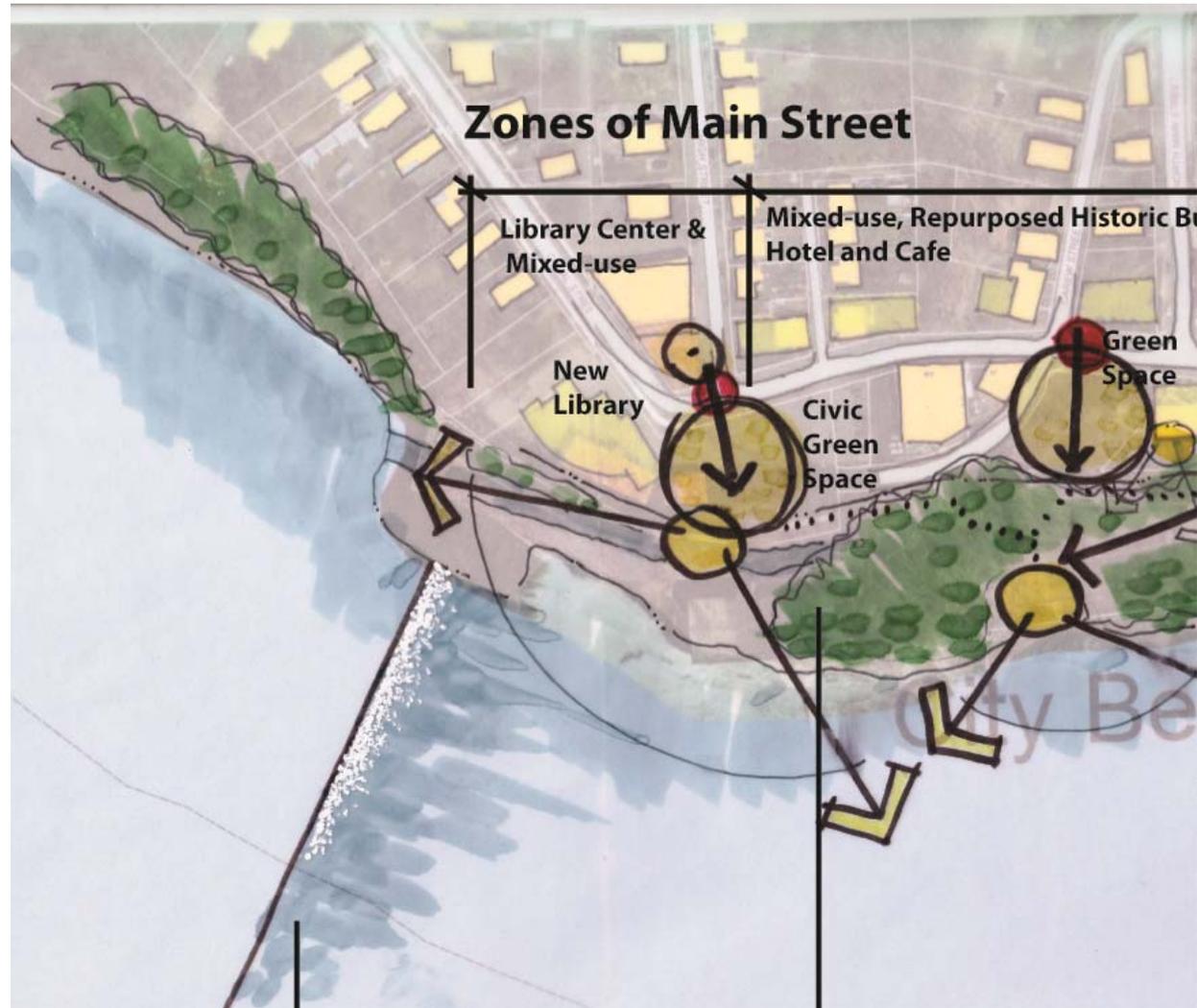
Reaches of the River + Main Street Zones

CONCEPT



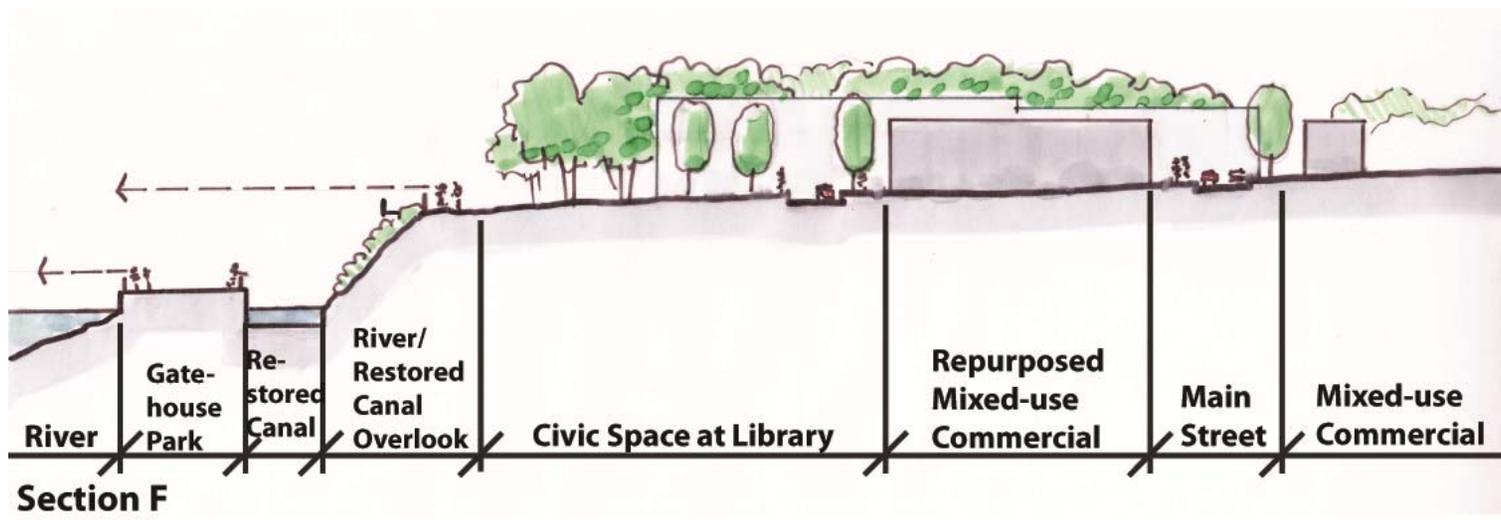
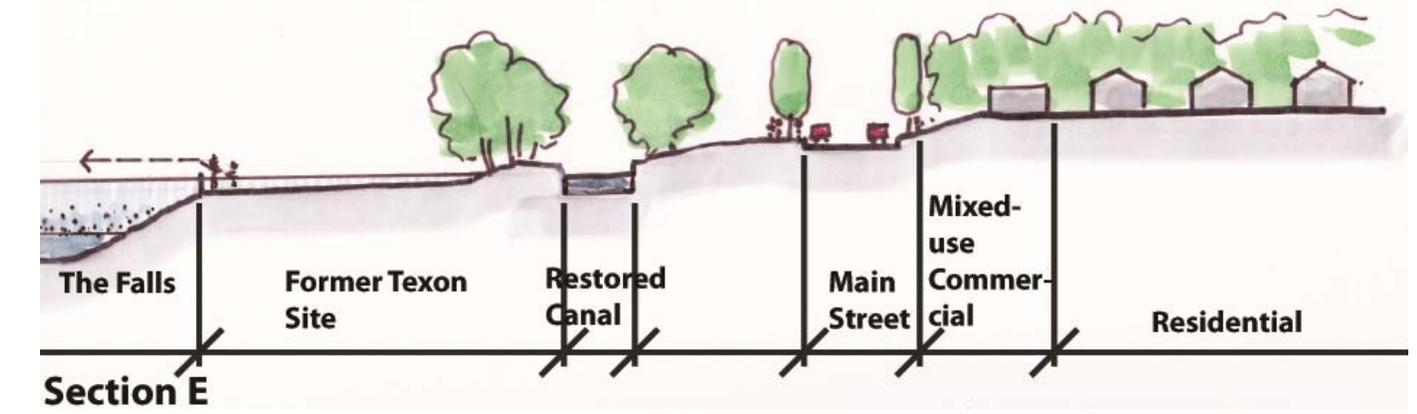
Reaches of the River + Main Street Zones

CONCEPT

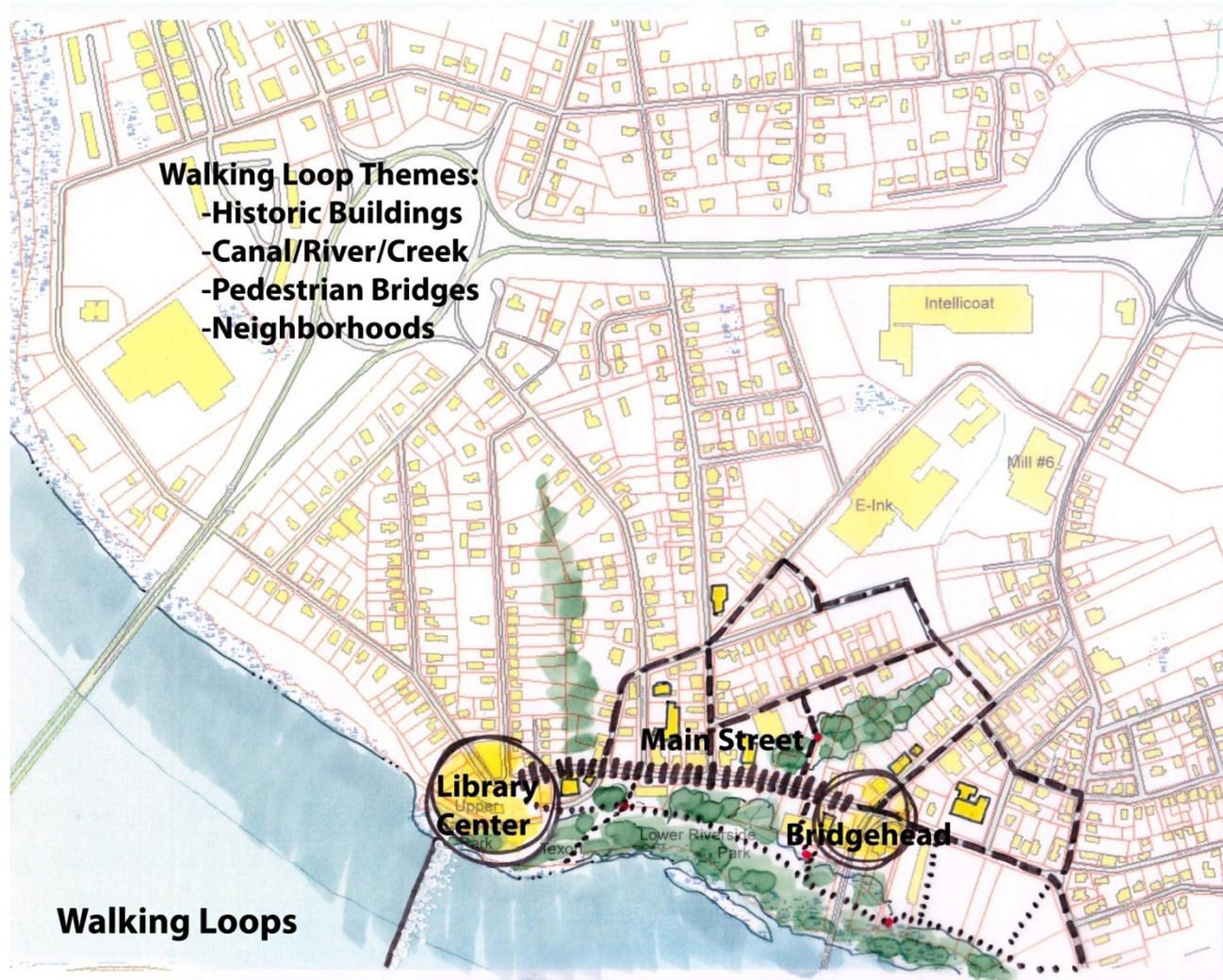


Reaches of the River + Main Street Zones

CONCEPT



Walking Loops



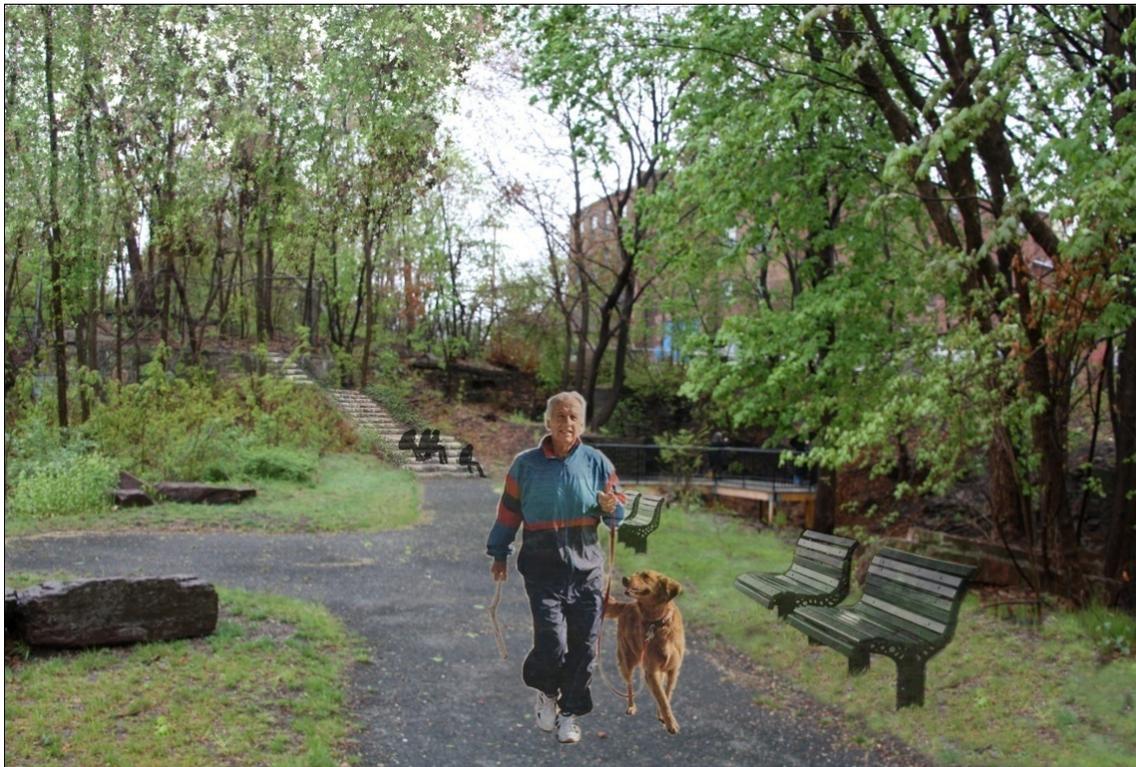
River Scenic Overlook



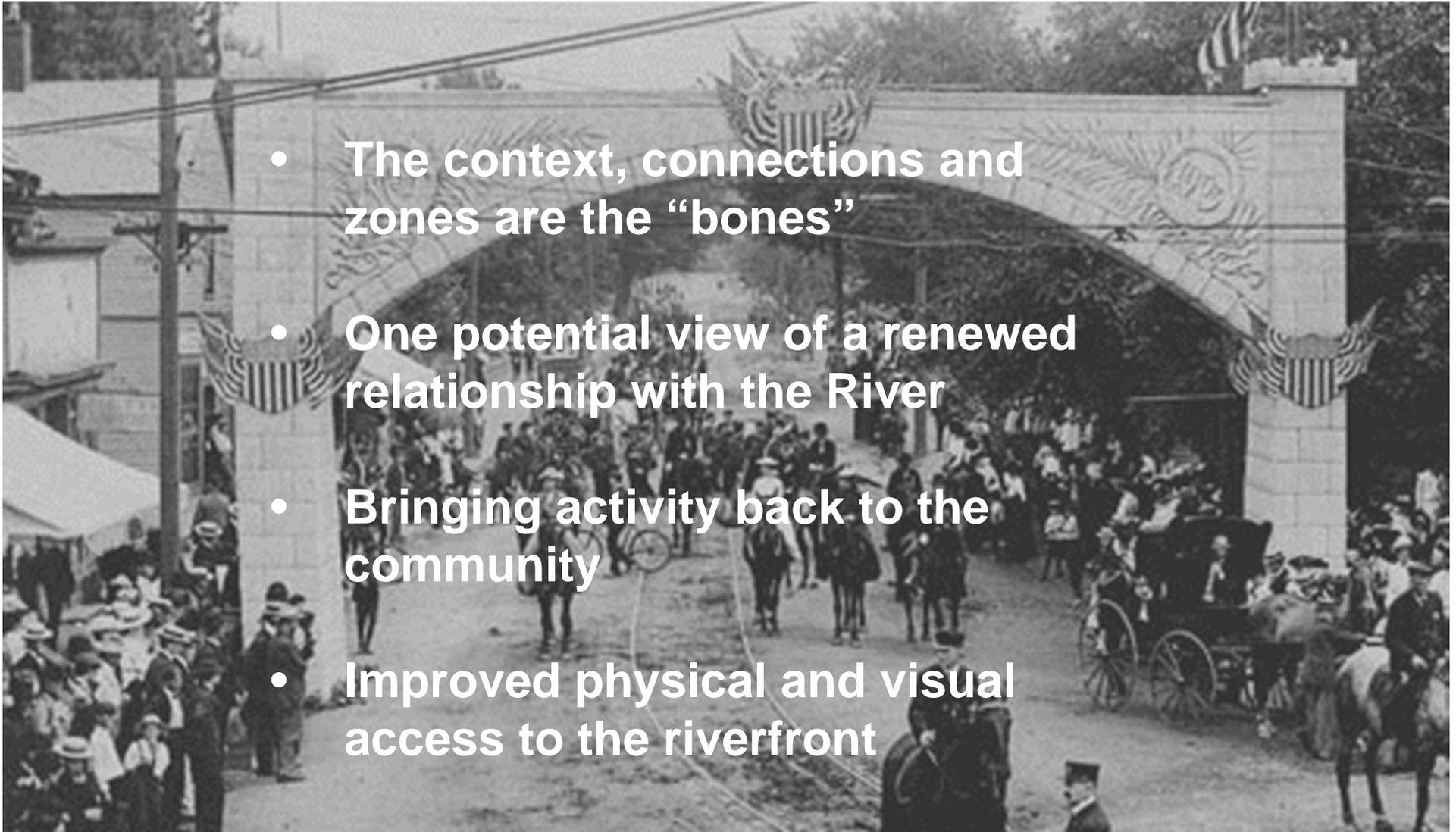
Pedestrian Bridges



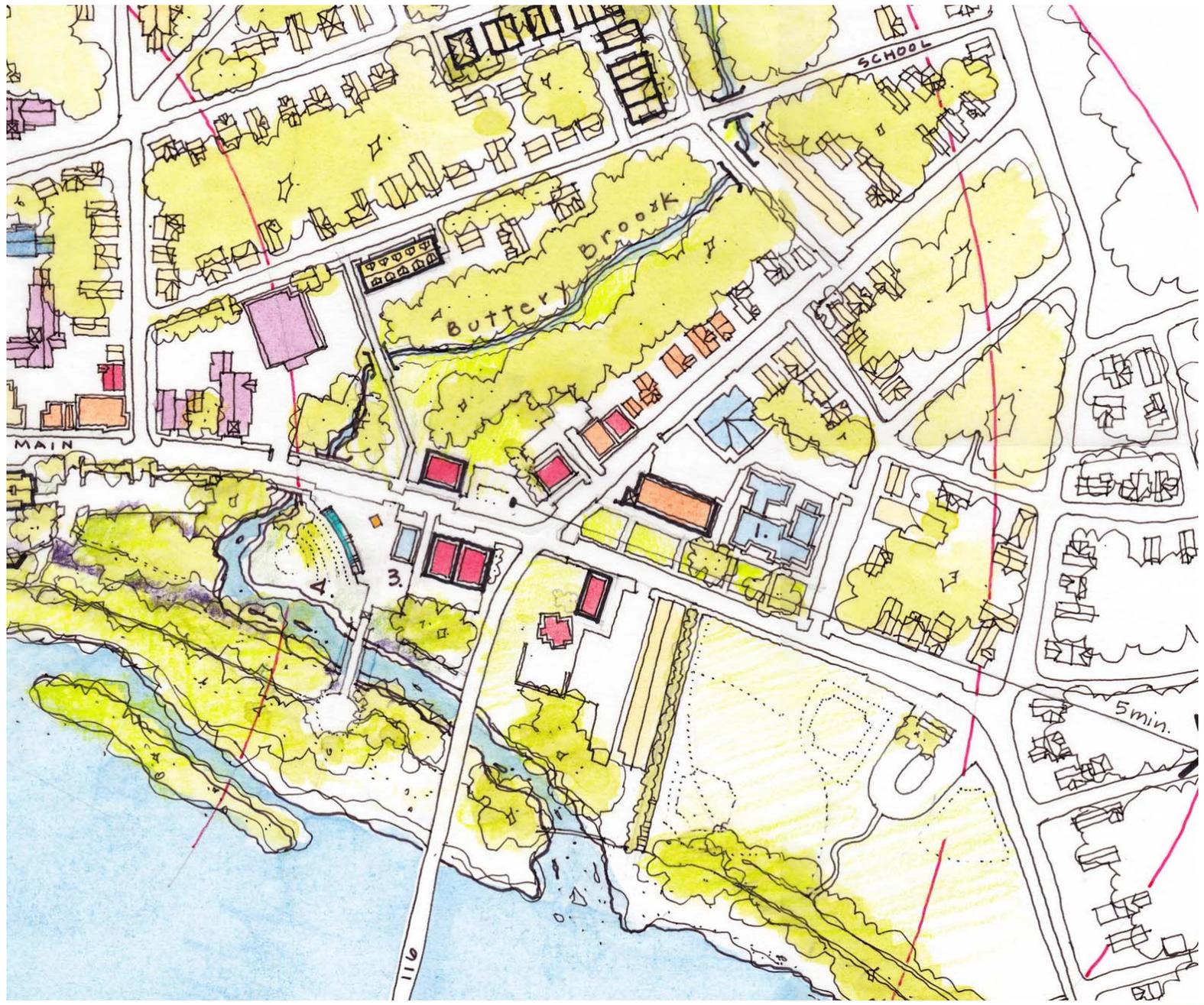
Through Connections

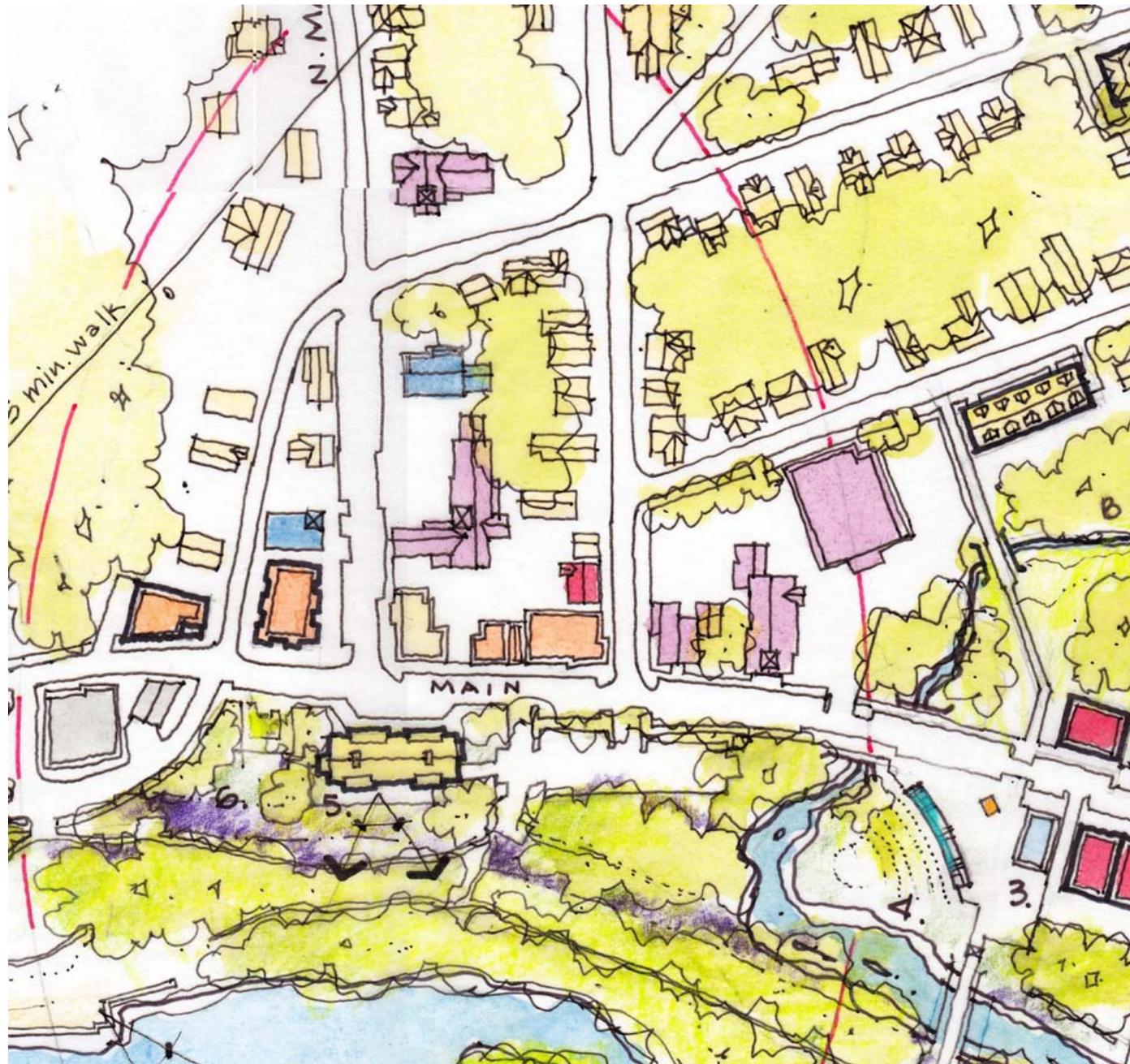


Illustrative Plan – “Big Picture Vision”

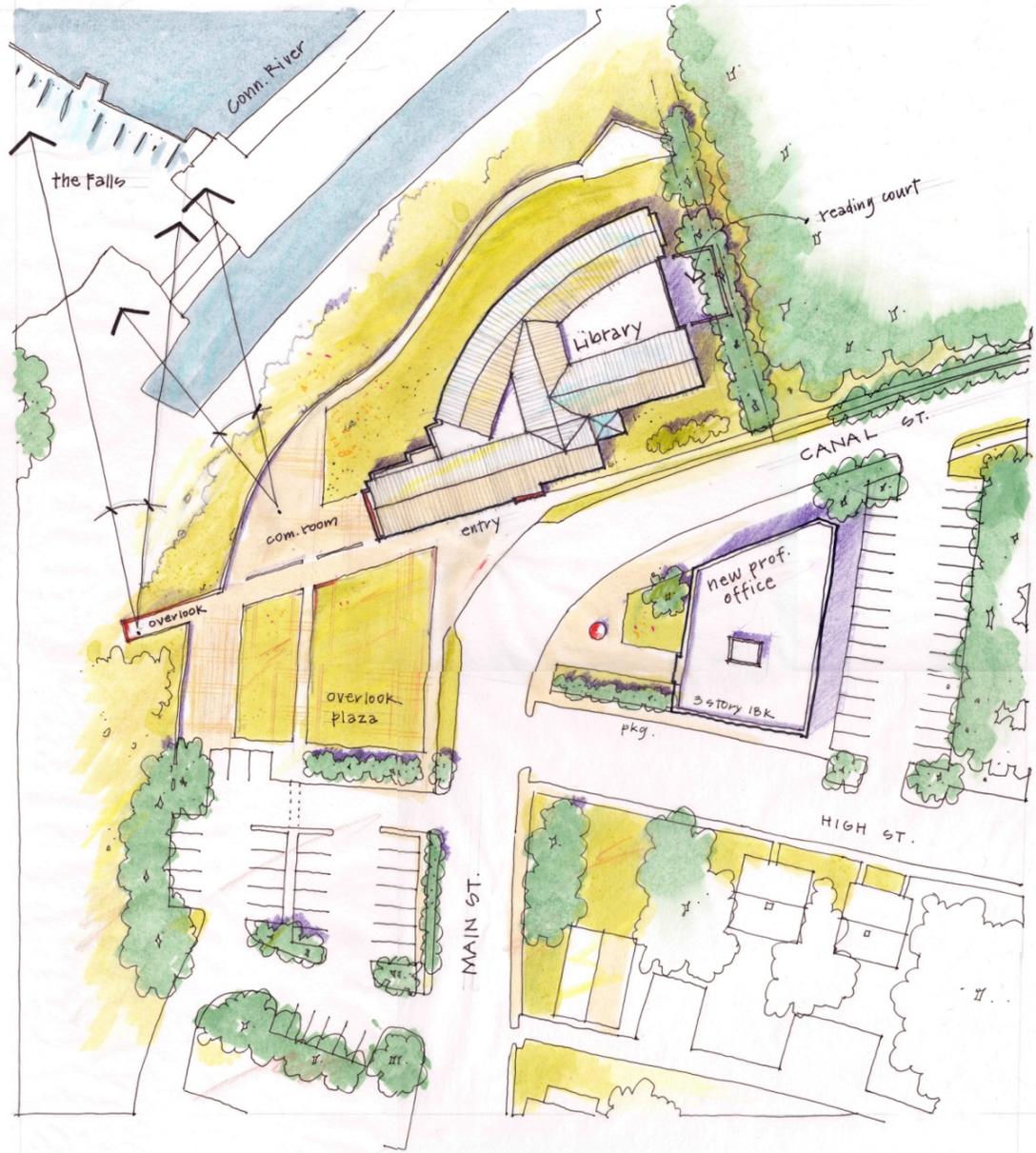












Library site study

AIA S/DAT 4.2012





walking trail

proposed hotel

the Canal

Main St

the Richards
beyond

Main looking West at Egg St

AIA · SDAT

4.12





Community Organizing

NEIGHBORHOOD ASSOCIATION

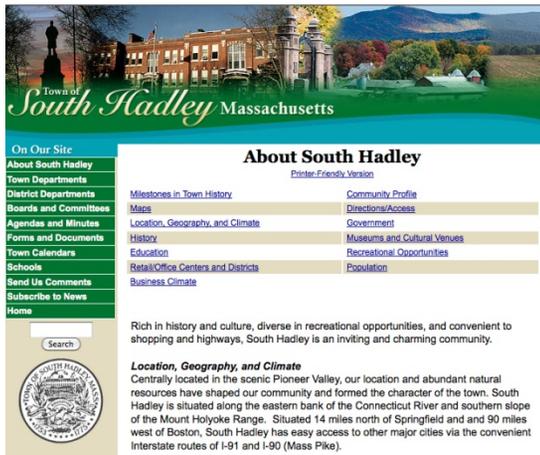
A neighborhood association will provide a central point of reference for all neighborhood information and a cohesive and organized voice to represent the neighborhood on community issues.

- Leadership and Capacity Building
- Coordinate with Existing Groups



•Outreach and Communication

- Newsletters
- Print versions and electronic versions
- Website



- Promote Community Spirit through Events

- Tasks & Projects

- Events

- Cleanup days

- Newsletter
& website

- Grant writing and fundraising

- Kids' activities, etc.



BUSINESS ASSOCIATION

When the businesses in a neighborhood get organized, they can work together to promote the neighborhood and bring in new businesses that will create a dynamic mix that will benefit everyone.

- Organization & Funding Options
- Marketing & Promotions
- Perceptions & Appearances



The screenshot shows a news article from WWLP.com. The header includes the station's logo "22 NEWS WWLP.com" and the tagline "WORKING FOR YOU". Navigation links for News, Weather, Report It, Traffic, Sports, Video, Community, Entertainment, and Participate are visible. The article title is "South Hadley Falls getting a facelift". The sub-headline reads "Architects working on vision for neighborhood". The article is dated Monday, 23 Apr 2012, 9:29 PM EDT. The author is Anaridis Rodriguez. The main text states: "SOUTH HADLEY, Mass. (WWLP) - It is a vision that could map out the future of South Hadley Falls: a team of architects is looking to give the village a facelift. The effort is being called: 'Rise of the Falls.' South Hadley Falls was selected as one of seven communities nationwide to have a team of architects work towards revitalizing the neighborhood and giving it a sustainable future. The Town of South Hadley received a \$15,000 grant to bring in six-members of the Sustainable Design Assessment team; a team that works with the American". A video player is embedded in the article, showing a news anchor and a reporter on location. The video player includes a progress bar and controls for play, volume, share, and expand.



- Future Opportunities

- New business support
- Main Street program
- Economic Development entity



OUTSIDE INVOLVEMENT & INVESTMENT

Once you get yourselves organized, you will want to get others involved and investing.

- The five colleges, utilities, government agencies, area nonprofits.

- Sponsorships

- Excitement & Momentum

The screenshot shows a Boston.com article titled "Less Is More" by Garrett Quinn. The article discusses the revitalization of South Hadley Falls, mentioning that architects and city planners will gather there to brainstorm how to revitalize the area. It also notes that plans to redevelop the area have been in the works for years but that what makes this gathering different is the involvement of the American Institute of Architects. A quote from the article states: "The visiting professionals will take part in tours and meetings with town officials, as well as a public hearing on April 23 and a public presentation on April 25, both at Town Hall at 6 p.m. As Fantini describes it, they will use every minute they have in South Hadley."

The screenshot shows a news article titled "Planners, designers to visit South Hadley Falls, work on revitalization" published on Wednesday, April 18, 2012, at 3:21 PM. The article is by Patricia Cahill, The Republican. It mentions that six members of the American Institute of Architects will be in town from April 22 to 26. Their mission is to help bring vitality back to the Falls. A photograph of South Hadley Falls, circa 1940, is included. The article also mentions a public forum on the Falls.

The screenshot shows a 22News article titled "Planning the future of South Hadley Falls" updated on Tuesday, 24 Apr 2012, at 4:37 PM EDT. The article reports that public input is sought in the revitalization plan. It mentions that nearly 200 South Hadley residents turned out for a public forum on Monday night to discuss what they'd like to see improved in the Falls section of town. The article also notes that the town has hired a six-person team to chart the course for the revitalization. A photograph of a public hearing is included.



ATTACKING THE “TO DO” LIST, PRIORITIZING

Take your plans and turn them into task lists. Prioritize, but remain flexible.

- “To Do” Lists
- Neighborhood Priorities
- Be Flexible
 - Easy jobs first
 - Funding priority and popularity
 - Trumpet all achievements
 - Revitalization is contagious.



QUESTIONS?



Thank You

SDAT Steering Committee

Town Hall staff

Architectural assistants: Brian Schumacher,

Jimmy Regnier, James Fiore

Richard Harris

Helen Fantini

and especially

all of you who came out tonight and Monday

LETS GO BRUINS!

