
Section 8. Public Improvements – 760 CMR 12.02 (7)

An attractive and engaging pedestrian streetscape is vital to achieving the objectives of the Bank Row URP. According to the Downtown Master Plan, streetscape improvements “often and appropriately are the first step a town takes to bring about downtown revitalization, enhance aesthetics, make shopping more enjoyable and comfortable and unify the downtown with a consistent treatment.” Such efforts also provide a framework for investment that diminishes risk for private investors, the plan states.

A fundamental element of the streetscape program for Greenfield’s Downtown is an emphasis on pedestrian-friendly streets with a harmonious and distinctive character that will help to create a vibrant town center in which people can live, work and play. This objective will be achieved through building facade improvements, including attractive storefront displays, as well as by well-designed signage, sensitive use of lighting, and the encouraged use of special features, such as canopies. An important goal of the Bank Row URP is to utilize outdoor seating areas and public spaces to bring the retail experience out to the street, where the sidewalk experience will complement the interior uses and enhance the streetscape at the same time.

Streetscape improvements in the Town already have produced wide sidewalk areas with street trees, pedestrian-scaled streetlights, brick bump-outs and a landscaped edge to a municipal parking lot. The conversion of Memory Lane into a pedestrian alley linking Main Street to a potential senior center site is an example of a street improvement that creates a new pedestrian connection and enables social interaction. More such improvements are needed to build on the recent successful program. Those additional efforts should include an information kiosk along or near Main Street and a new, more attractive system of directional signs.

All of this will serve to produce a livelier and more attractive Downtown.

Accordingly, the Town is proposing to undertake certain public improvements as part of the Bank Row URP that will enhance the image of the area, improve the streetscape environment, attract visitors and patrons, and encourage new investment. These proposed improvements include:

- ***Municipal Parking Lot Upgrades.*** The existing 110-space Olive Street municipal parking lot will be upgraded in order to support anticipated demand resulting from project redevelopment activities. The Town will maintain this site as a surface parking lot and a possible site for a future parking structure to support increased demand from redevelopment activities throughout the area. Improvements to the existing surface lot will involve lighting, landscaping and a crosswalk at Bank Row.
- ***Sidewalks.*** Sidewalks along the east side of Bank Row, the west side of Hope Street and both sides of Olive Street shall be repaired or replaced and made handicapped accessible, as necessary, using a decorative brick accent to match decorative sidewalks in the adjacent downtown area.
- ***Pedestrian Movement/Crossings.*** Pedestrian-friendly design features that provide a strong linkage between the transit center and commercial and residential areas will be emphasized. Textured crosswalk materials will be used at key crossing points across Olive Street and Bank Row from the proposed Franklin RTC. These visually identifiable and physically textured materials will highlight the crossings and will encourage traffic to slow.
- ***Circulation.*** Traffic circulation improvements will be examined as part of the master planning for the Franklin RTC. Street patterns, including necessary realignment and elimination of on street parking, that may be necessary to accommodate the new transit center will be examined and incorporated into the plan, as necessary. Curb cuts may be modified to better accommodate bus traffic, to define bus/pickup/drop-off areas, to shorten the pedestrian crosswalk, and to provide space for landscape/streetscape elements.
- ***Street trees.*** Street trees shall be located at appropriate intervals along both sides of Olive Street and Bank Row so as to match both the type and placement of trees along the Main Street boundary of the project area.
- ***Decorative Street lighting.*** Street lighting fixtures shall match the ornamental fixtures currently in use on Main Street. All sidewalks and street trees shall be maintained. Pedestrian-friendly lighting and signage are encouraged.
- ***Other landscape improvements.*** Decorative landscape elements also will be implemented throughout the project area and may include banners and street furniture such as planters, benches and trash receptacles.

- **Utilities.** Existing utilities including water, sewers, drainage, gas and electric are sufficient to serve the proposed development activities within the Bank Row URP and will not be modified.

The Bank Row URP will reinforce the identity of this important downtown area through physical and visual improvements aimed at enhancing and encouraging the pedestrian experience. Additionally, efforts will be made to make better use of the downtown parking supply.

The estimated cost for these public improvements, including parking lot upgrades, sidewalks, trees, lighting, and curbing replacement as well as design and soft costs, exclusive of any public improvements constructed as part of the Franklin RTC, is \$900,000.