



City of
GREENFIELD, MASSACHUSETTS



Community & Economic Development

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**Downtown Greenfield Rapid Recovery Program
Final Presentation
Tuesday, August 31st, 5:00 pm**

Please join us for the final presentation on recommendations for Downtown Greenfield under the Commonwealth's Local Rapid Recover Program. Designed to support our business community through actionable, project-based recovery recommendations unique to the individual economic challenges and COVID-related impacts in our downtown, twelve recommendations are being advanced for consideration and include:

1. Create a plaza at Court Square in front of City Hall to invigorate Downtown by accommodating social gatherings, civic events and other community activities.
2. Create a marketing Initiative for Downtown (incorporating "Visit Greenfield" website/page.
3. Implement a Request for Proposal (RFP) process to solicit developer interest in the First National Bank.
4. Complete the planned pocket park and activate the adjacent Fiske Avenue Alley space with enhancements/amenities (e.g., overhead lights, greenery, seating) to complement the park. and adjacent eateries and possibly serve as small event space
5. Explore the use of UCH-TIF program (Urban Center Housing Tax Increment Financing) to encourage residential development in upper floors of Downtown properties.
6. Develop a Parking Benefit District to provide a predicable funding source for Downtown activities including the creation of an organization that could manage Downtown programs and projects.
7. Develop a Business Directory /Community Information Kiosk to display information about business offerings in Downtown and a place to promote community activities.
8. Complete a 100% Corner Demonstration Project with multiple improvements (e.g., streetscape elements, mural, large vertical banners/ improved storefront treatments at corner establishments).
9. Create a storefront/signage improvement program designed to encourage high quality storefront treatments with more flexibility than existing program to entice more projects.
10. Implement a Wayfinding System to get people to and around Downtown that builds on preliminary previous wayfinding sign design work.
11. Install additional streetscape elements (curb-to-storefront) that would complement the planned curb-to-curb Main Street roadway improvement and parking redesign
12. Revise and implement Sign-bylaw regulations to encourage a variety of signage in Downtown and allow businesses to have more than one sign.

All Greenfield community members are invited to join. For additional information and for the link to the May 27th presentation, please visit: [Community and Economic Development - City of Greenfield MA \(greenfield-ma.gov\)](https://www.greenfield-ma.gov/Community-and-Economic-Development)

Please save the date and plan to join on Zoom:

<https://us02web.zoom.us/j/85488264519>

Meeting ID: 854 8826 4519

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Dial by your location

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*The Town of Greenfield is an Affirmative Action/Equal Opportunity Employer,
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