

Spencer Town Center Revitalization

Presented by:
The Cecil Group
FXM Associates
BETA Group

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Spencer Town Center Revitalization Planning Project
The Cecil Group – BETA Group – FXM Associates



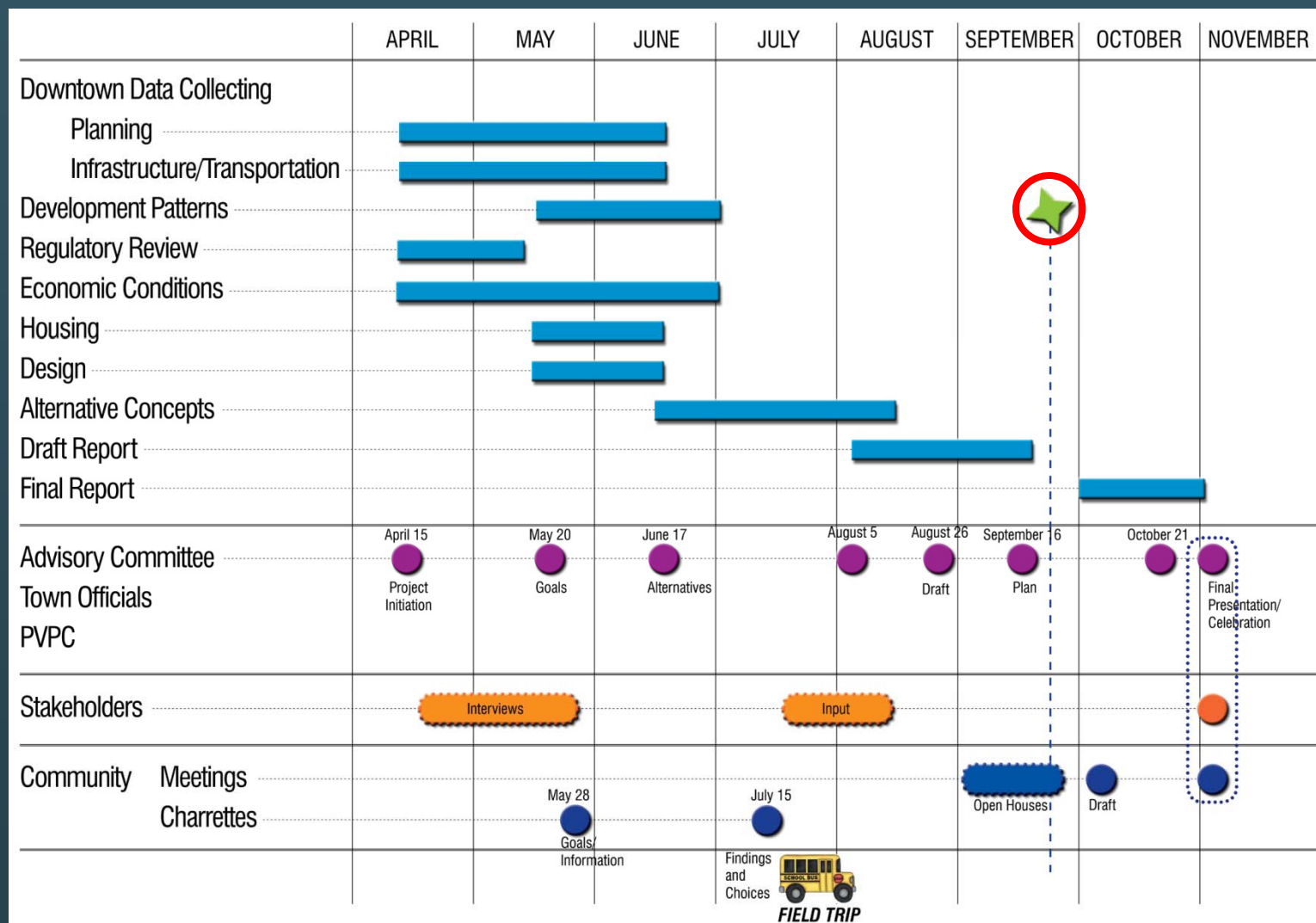
Project Area



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Process Chart





Foundations: Conditions Analysis

■ Sidewalks

- Main Street – Generally very good condition featuring cement concrete in commercial center
- Neighborhoods – Incomplete system with areas of poor condition or indistinct from street



■ Housing

- Main Street – Majority of commercial buildings in good to fair condition
- Neighborhoods – Majority of buildings in need of improvements are multi-family residential units



■ ■ ■ Foundations: Conditions Analysis

- Water System: Limited documentation of existing water system
 - Water mains may require replacement
- Sewer System: Possibly cracked or damaged pipe
 - Potential groundwater infiltration
- Circulation: Congestion through downtown
 - Street configuration creates congestion and safety issues
 - Traffic signals on Main Street are not coordinated
- Parking:
 - Public parking on public property is limited
 - Concentrated on north side of Main Street

■ ■ ■ Foundations: Conditions Analysis

- Manufacturing accounts for 29% of Spencer's total employment, more than double the proportion for the county as a whole
- Worcester County has 415,900 employees, 4,200 (1%) of which are located in Spencer
- Total sales in Worcester County are estimated at \$46.4 billion in 2008 with \$0.5 billion occurring in Spencer



■■■ | Review of Public Input: Visioning Process

■ Public Goals and Objectives

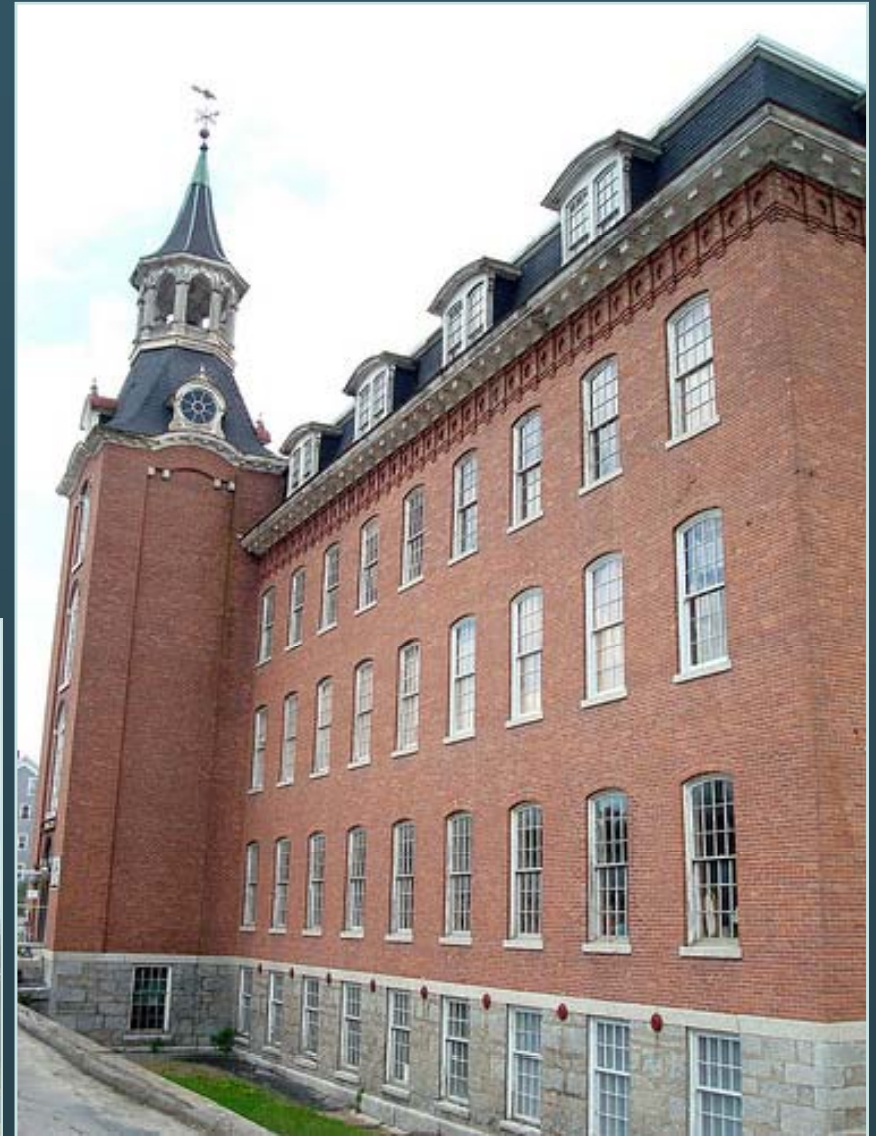
- Center of business, social and civic life in Spencer
- Creates activity throughout the day
- Pedestrian friendly and safe
- Preserves historical architecture
- Provides public open space for civic events
- Reduces vehicle congestion
- Increases parking
- Uses remain consistent with traditional town center





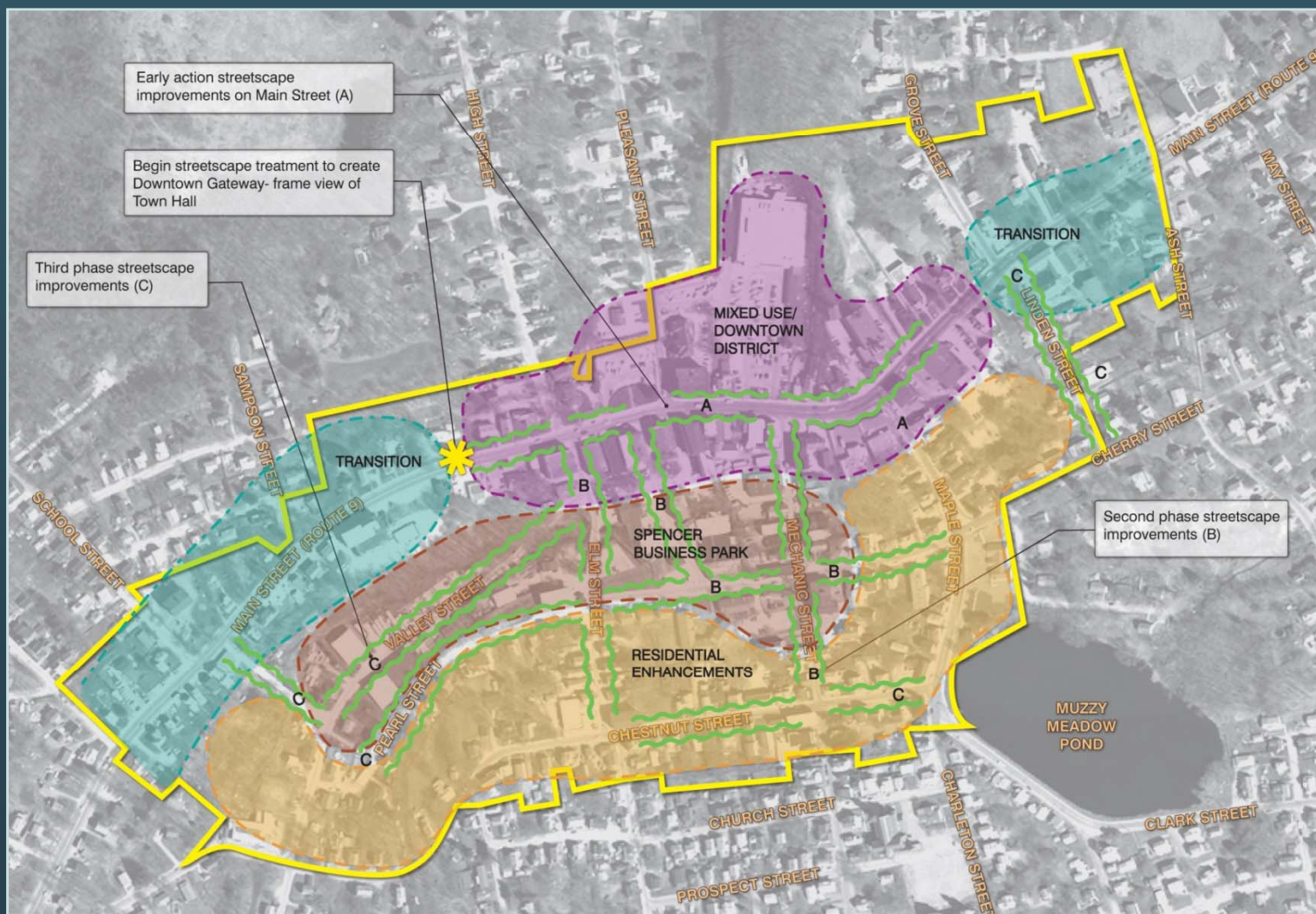
Lessons Learned: Field Trip

- Southbridge, MA
- Pascoag, RI
- Whitinsville, MA





Recommendations: Planning and Design Preferred Approach





Recommendations: Planning and Design

Central District Illustrative

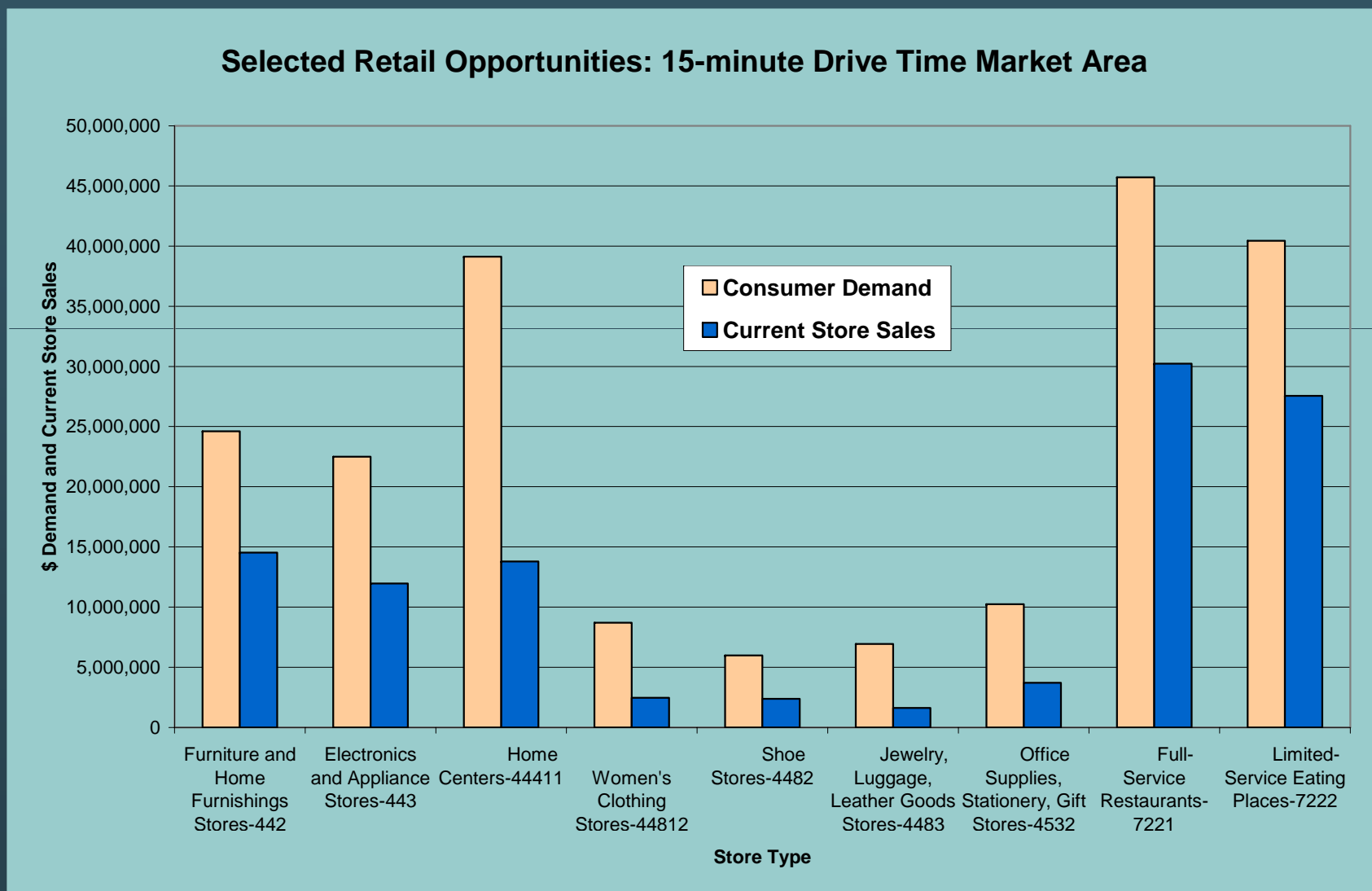


■ ■ ■ | Recommendations: Economic Development

- Establish a non-profit business development entity to provide continuous business development services to existing businesses in Spencer Town Center and recruit potential businesses to Spencer Town Center
- Aggressive town sponsored business development initiatives and outreach
- Provide professional management to Sugden Block Building to maximize its current value and preserve it as a future Town resource



Recommendations: Economic Development





Recommendations: Circulation, Parking and Infrastructure

■ Water Systems:

- Hydraulic analysis is recommended to determine water pressures, capacity and demand for the water system in the Study Area
- Complete the installation of new 12" ductile iron water main in the Study Area, where needed

■ Sewer System:

- Develop complete system maps and conduct CCTV of entire sewer system
- Identify cracked or damaged pipes where infiltration may occur
- Immediately fix damaged pipes where infiltration is possible



Recommendations: Circulation, Parking and Infrastructure

■ Parking:

- Increase volume of parking opportunities in the Downtown
- Distribute parking locations throughout the Downtown

■ Circulation:

- Traffic signals on Main Street should be coordination to improve the flow of traffic and reduce congestion and accidents
- Continued traffic analysis

Parking Lot	Spaces
Sovereign Bank Lot	74
Library Lot	15
Price Chopper Lot	228
Town Hall Lots	32
Spencer Bank Lot	85
Small Lots off Main	63
Total	497





Implementation

■ Economic Development

- Establish a non-profit business development entity to provide continuous business development services to Spencer Town Center
- Aggressive town sponsored business development initiatives and outreach

■ Circulation and Infrastructure

- Strategically pursue State financing and funding for improvements through programs such as PWED and Chapter 90
- Study feasibility for Pleasant Street realignment





Implementation

■ Planning and Design

- Pursue CDBG funds for phased streetscape improvements,
 - *Main Street Town Center*
 - *Neighborhood connections*
 - *Industrial and business areas*
- Create entity to seek additional parking south of Main Street and redevelopment opportunities



■ ■ ■ | Next Steps

- Present Draft Final Report to Community Advisory Group
- Present Implementation Strategy





Discussion



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