Dudley Gateway Plan

PUBLISHED JUNE 2024

Dudley's Economic Development Committee (EDC)

In partnership with

CENTRAL MASSACHSETTS REGIONAL PLANNING COMMISSION

Gateway Plan Background

Using the awarded One Stop Grant, Dudley's Economic Development Committee (EDC) and the Central Massachusetts Regional Planning Commission (CMRPC) collaborated to develop a plan focused on revitalizing West Main Street.

The initiative leverages placemaking techniques to reimagine and transform the Gateway Area, aiming to unlock its full potential by enhancing its appeal, accessibility, and community vibrancy.

Over the course of a year-long process, the Project Team (Town of Dudley EDC and CMRPC) reviewed previous plans, conducted community surveys, held monthly meetings to refine marketing and image strategies, and developed conceptual designs for potential gateway features and streetscape enhancements.

The Revitalization Survey (February 2024 - April 2024)

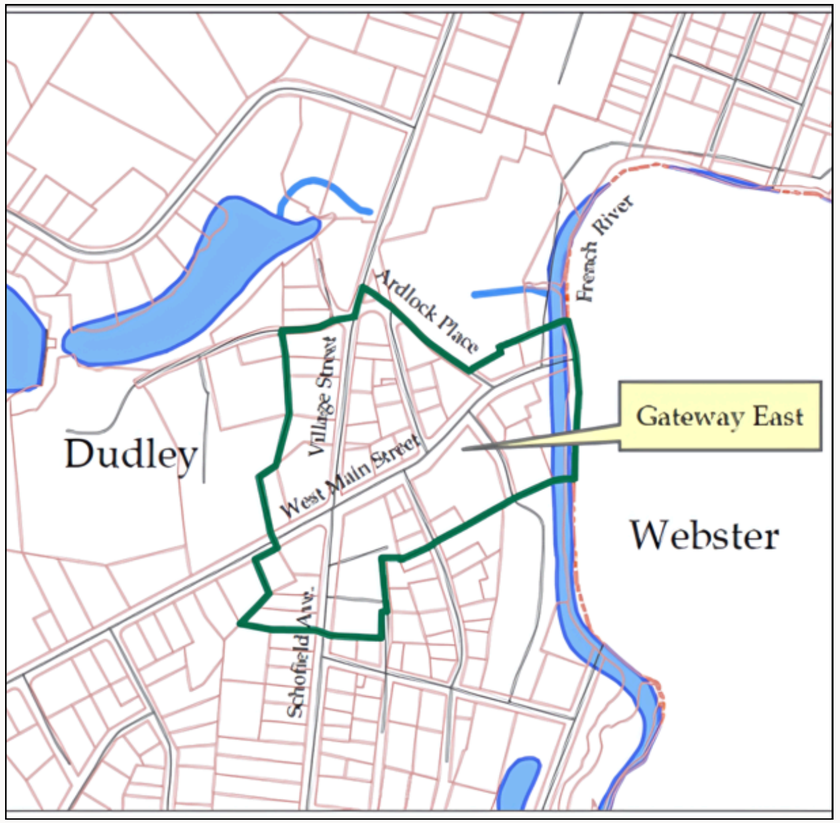
304 respondents

Key reviewed plans include

- ***Webster Dudley Corridor Study (2020)***
- ***Dudley Open Space and Recreation Plan (2024)***

Gateway Plan Background

The Dudley Gateway Area was identified along West Main Street near the Dudley/Webster town line.



Gateway Location Background

Although there are some thriving businesses, the gateway area currently lacks the integrated atmosphere of a place where people can live, work, and play.

There are vacant commercial properties within the study area.

Residents and the Town are significantly concerned about these vacant properties, suggesting a desire for more vibrant and occupied commercial spaces.

Vision Statement

The Dudley Gateway: Revitalization Plan aims to transform the Gateway Area into a premier destination, providing residents, workers, and visitors with a high-quality, interconnected environment. By leveraging the area's unique character, historical assets, community strengths, and strategic location, the Gateway Area will foster sustainable development. This growth will be characterized by a diverse array of job opportunities, essential services, and a cohesive, aesthetically pleasing development style.

Photo by Brett Sayles

Goals

ESTABLISH DESTINATION STATUS

Develop a strong brand that showcases Dudley's distinct identity, making the Dudley Gateway a sought-after destination.

EFFECTIVE GOVERNANCE & SERVICE PROVISION

Ensure clear, efficient governance and high-quality service delivery to support the needs of residents and businesses within the Dudley Gateway.

COORDINATED SUSTAINABLE DEVELOPMENT

Implement a growth strategy that prioritizes sustainability, balancing economic advancement with environmental responsibility.

SUPPORT FOR LOCAL ECONOMY

Foster economic growth by nurturing local businesses, cultivating a resilient economic foundation, and attracting new investment.

CREATING A SAFE & WALKABLE COMMUNITY

Enhance pedestrian safety through improved sidewalks, crosswalks, bike lanes, and traffic calming measures.

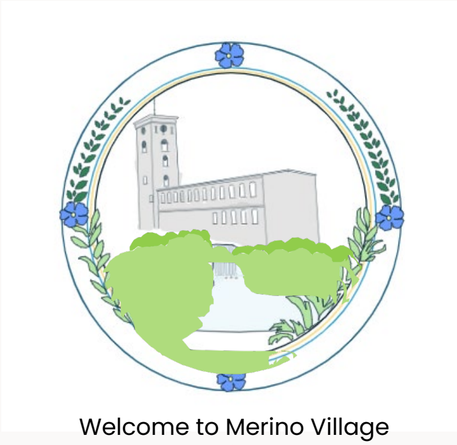
EXPANDING RECREATIONAL OPPORTUNITIES

Develop and connect trails to expand access and connectivity, enhancing recreational opportunities and promoting outdoor activities.

ENHANCE AESTHETIC APPEAL

Beautify public spaces with trees, planters, public art, and amenities to create inviting environments and elevate the overall aesthetic.

Creating an Image & Identity

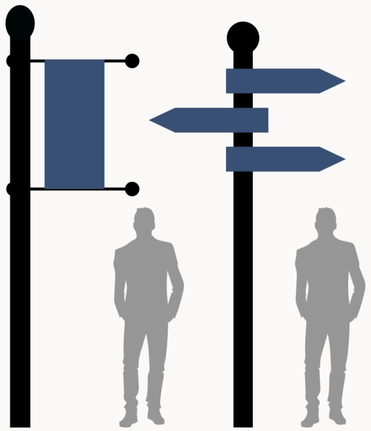


Branding & Marketing

Wayfinding

Gateway Sign Design

Tactical Urbanism



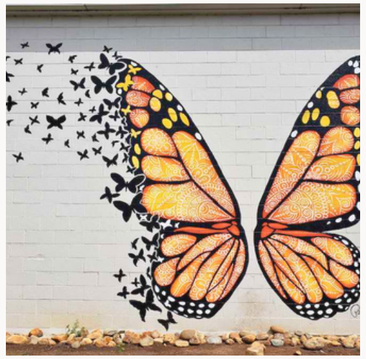
Placemaking

"I would recommend leveraging our natural resources to attract visitors and residents to town, specially making our ponds more accessible for recreation like kayaking/boating and fishing. It would also be great to increase the number and type of recreational trails; the current revitalization of the rail trail that crosses Mill Road is a step in the right direction."

COMMUNITY SURVEY RESPONSE [36]

Trail Connections

Facade Improvement

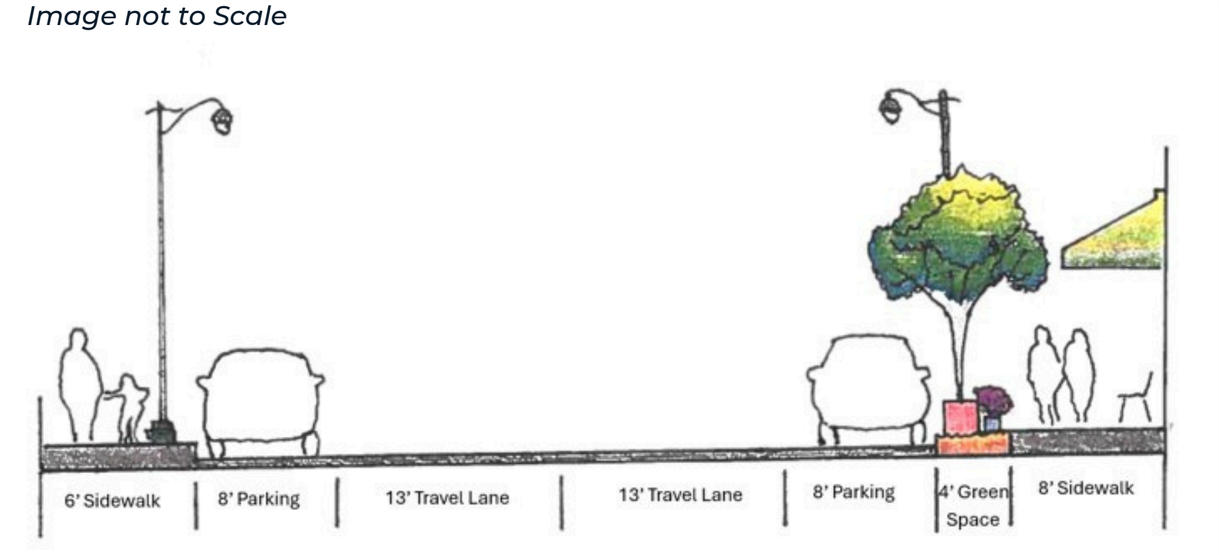


Public Art

Programming

Placemaking

Image not to Scale



Streetscape Design

Reviewed:

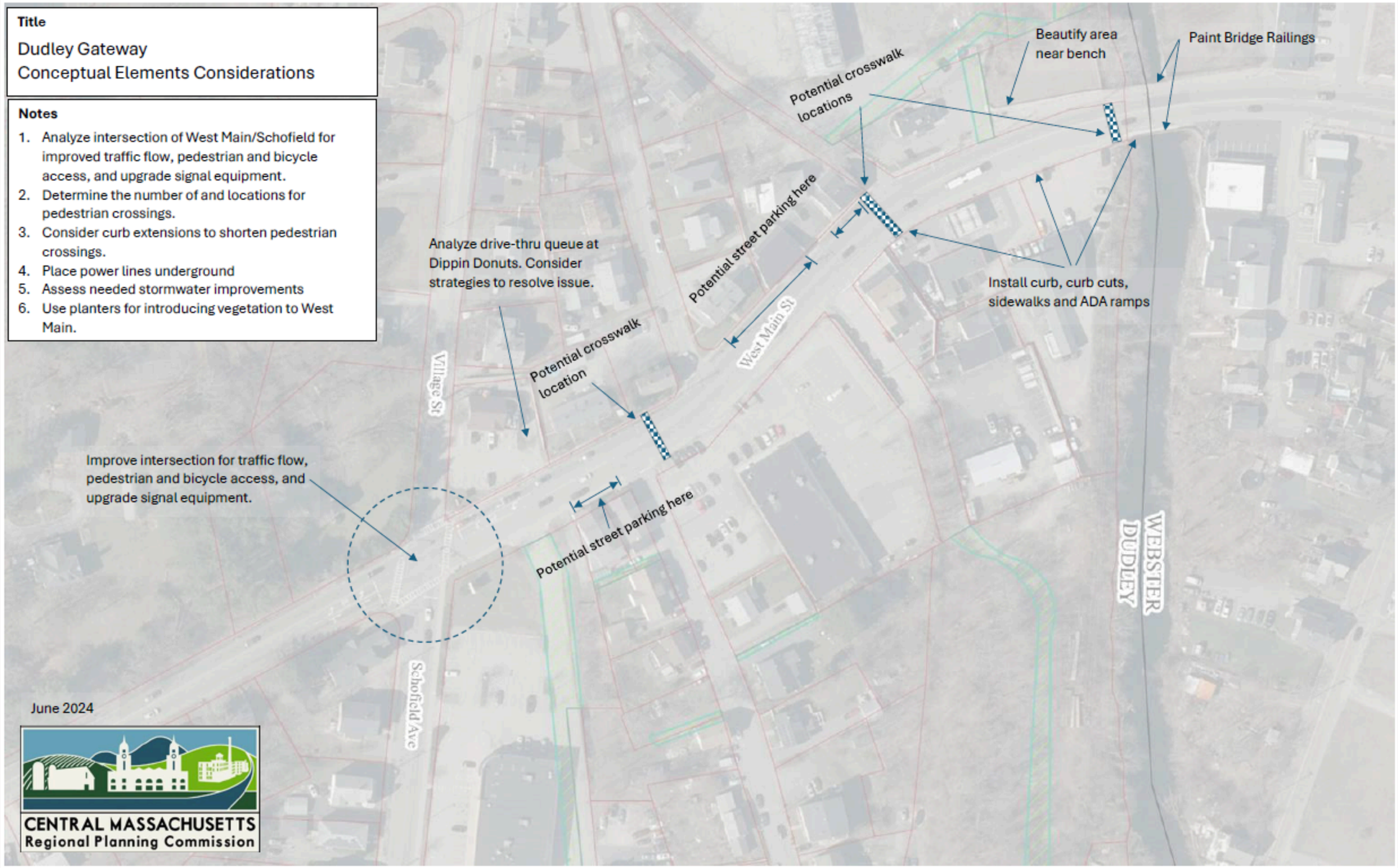
- Location
- Existing Conditions
- Parking

Streetscape improvements are recommended, including the following:

- Underground electric and other utility lines
- Drainage improvements
- Curbing, sidewalks, ADA ramps
- Ornamental lighting
- Amenities including benches, trash cans, bicycle racks
- Landscape improvements such as street trees and planters

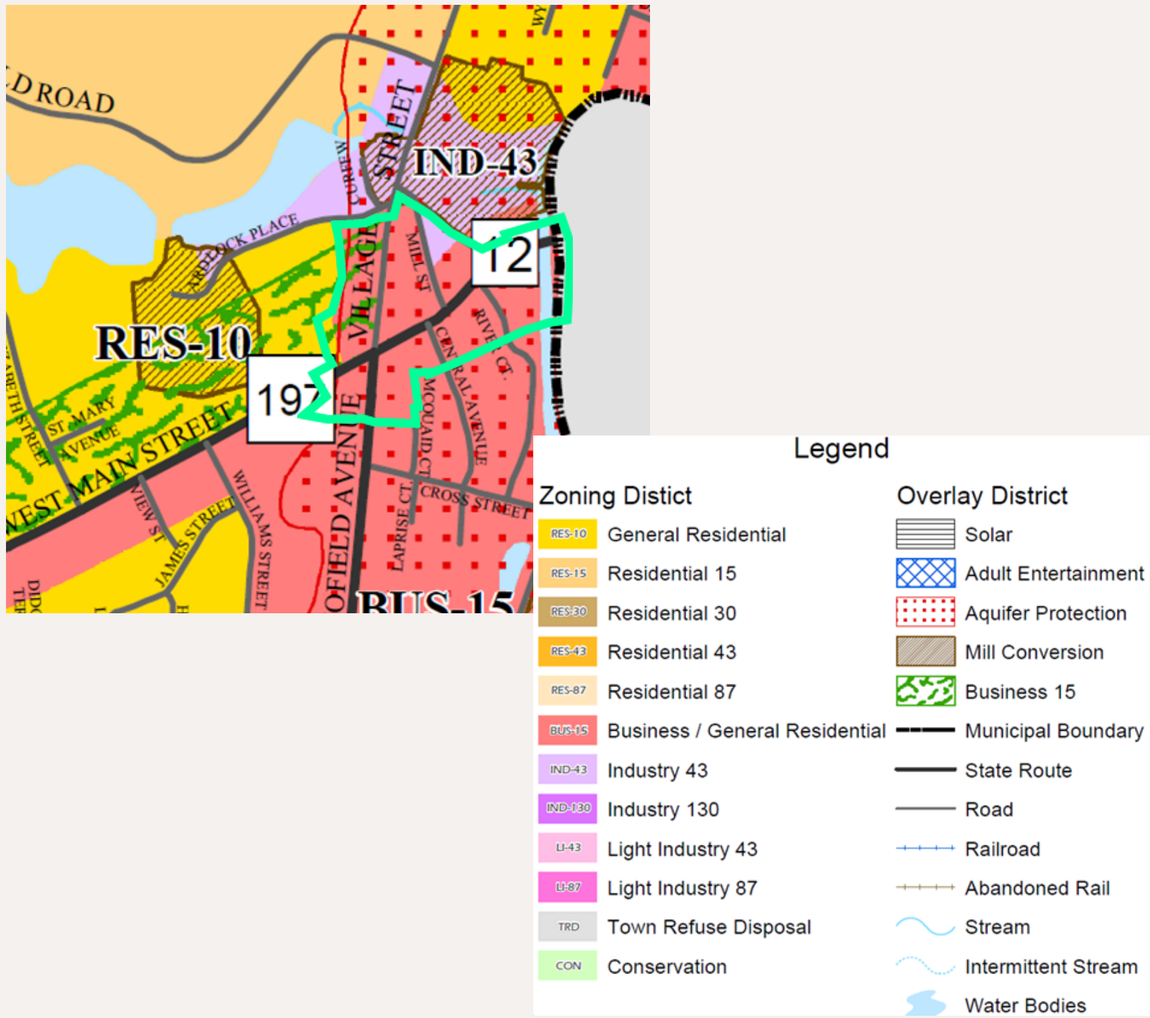
Dudley Gateway Conceptual Elements Considerations

The Conceptual Elements Considerations map identifies potential crosswalk locations, as well as potential on-street parking and notes identifying areas for improvement. Once the streetscape plan was developed, additional on-street parking locations were identified.



Zoning Considerations

MEASUREMENT	RES 10	RES 15	RES 30	RES 43	RES 87	BUS 15	IND 43	IND 130	LI 43	LI 87
	DISTRICT									
Minimum Lot Area (Square Feet)	10,000[1]	15,000	30,000	43,560	87,000	15,000[1]	43,560	130,630	43,560	87,120
Minimum Lot Frontage (Feet)	100[2]	100	100	150	150	100[2]	200	200	100	10
Minimum Front Yard (Feet)[3]	20	30	35	40	40	20	45	45	30	50
Minimum Side Yard (Feet)	10	15	15	25	25	10	25	25	30	30
Minimum Rear Yard (Feet)	15	20	25	25	25	35	40	40	30	30
Maximum Lot Coverage (Percent)	50	30	20	20	20	20	65	65	65	65
Maximum Building Height (Feet)	45	35	35	35	35	40	40	40	45	45[5]



Recommendations

Creating an Image & Identity Recommendations	
Logo and Marketing	Develop and incorporate a well-designed logo and marketing strategy that reflects Dudley's character.
Gateway Sign Design	Design and install a gateway sign to establish Dudley's identity and welcome commuters.
Wayfinding	Design and install wayfinding signs throughout the gateway area
Tactical Urbanism	Implement short-term, low-cost, scalable interventions to activate the Gateway area.

Placemaking Recommendations	
Streetscape Design	Phase streetscape improvements, starting with lower-cost implementations while seeking funding for larger projects.
Trail Connections	Connect and extend trails to larger networks, enhancing recreational opportunities like the Riverwalk.
Facade Improvement Program	Establish a program to incentivize property owners and businesses to enhance building appearances.
Public art Interventions	Collaborate with local art collectives to design and implement public art interventions.

Recommendations

Zoning Recommendations	
Develop a Village Center Overlay District	Clearly identify the purpose and intent of the district. Provide flexibility in development to allow for better overall design. Encourage walkability within the district.
Minimize Front Setbacks	Bring buildings closer to the street to enhance the village center atmosphere.
Locate On-Site Parking to the Side or Rear	Encourage the placement of on-site parking either to the side or rear of buildings to improve the streetscape.
Consider Street Parking Options	Explore the potential for street parking to support local businesses and improve accessibility.
Promote Transparent Storefronts	Encourage storefront designs that allow customers to see into the space, making the area more inviting.
Organize Seasonal Window Display Competitions	Utilize glass storefronts to host seasonal window display competitions, enhancing community engagement and aesthetic appeal.
Seek Assistance from the Central Massachusetts Regional Planning Commission	Collaborate with the Central Massachusetts Regional Planning Commission to tailor Village Center bylaws to meet Dudley's specific needs.

Cost Estimate

Dudley Gateway - Cost Estimate					
Phase	**Item**		**Quantity**	**Price per unit**	**Subtotal**
Image and Identity	Gateway Sign	ea	2	$7,750.00	$15,500.00
	Wayfinding Sign	ea	3	$2,500.00	$7,500.00
	Marketing, and creation of brand and logo	ea	1	$20,000.00	$15,750.00
				Subtotal	$43,000.00
Underground Power Lines	Not yet designed. Estimate only.	lf	1,050	$2,857	$3,000,000.00
				Subtotal	$3,000,000.00
Bridge Painting		sf	520	$6,240.00	
Stormwater Improvements	Catch Basins (4' diameter)	ea	6	$6,000.00	$36,000.00
	Storm Manhole (4' diameter)	ea	4	$5,750.00	$23,000.00
Note: Not yet designed.	Concrete Drainage Pipe	lf	1,050	$120.00	$126,000.00
				Subtotal	$185,000.00
Streetscape Improvements	Granite Curb, Curb Cuts,	lf	220	$100.00	$22,000.00
	Concrete Sidewalk	sf	1200	$14.00	$16,800.00
	Accessible Curb Ramp	ea	12	$2,500.00	$30,000.00
	Rapid Flashing Beacon (RFB)	ea	2	$15,000	$30,000.00
	Ornamental Street Lighting	ea	10	$9,150	$91,500.00
	Striped Crosswalks	lf	260	$1.50	$390.00
	Bridge Painting	sf	520	$12.00	$6,240.00
				Subtotal	$171,130.00
	Construction documents (for Storm and Streetscape)	15% of subtotal		$356,130.00	$53,420.00
				Subtotal	$224,550.00

Miscellaneous Site Improvements	Bench	ea	2	$950	$1,900.00
	Trash Container	ea	2	$850	$1,700.00
	Bicycle Rack	ea	1	$230	$230.00
	Large Planters	ea	10	$300	$3,000.00
	Medium Planters	ea	20	$200	$4,000.00
	Potting Soil	cy	16	$85.00	$1,360.00
	Ornamental Trees	ea	10	$250.00	$2,500.00
	Ornamental Grasses	ea	10	$20.00	$200.00
	Bulbs	ea	300	$4.00	$1,200.00
	Potting Soil	cy	16	$85.00	$1,360.00
				Subtotal	$17,450.00
Façade Improvement	Physical Improvements	ea	10	$20,000	$200,000.00
	Program Manager	Per year	2	$20,000.00	$40,000.00
				Subtotal	$240,000.00
Trail Connections	To be determined when trail connections are determined.				
				Subtotal	
Tactical Urbanism	Miscellaneous				$5,000.00
				Subtotal	$5,000.00
Public Art Interventions	Small scale	ea	6	$1,000.00	$6,000.00
	Large scale	ea	2	$20,000.00	$40,000.00
				Subtotal	$46,000.00
				Total	**3,761,000.00**

Potential Funding Sources

Potential Funding Sources for Streetscape Improvements	
Source	**Notes**
Transportation Improvement Program (TIP)	This is a lengthy process, that if approved will take years to complete
Mass Downtowns Initiative Grant	
MassDevelopment	
MassDOT Shared Streets and Spaces	
MassWorks Infrastructure Program	
Community Project Funding	Formerly called “earmarks”
Complete Streets	

Potential Funding Sources for Trail Connections	
Source	**Notes**
Mass Trails Grant Program	
Mass Tourism	If providing link to tourism destination
Transportation Alternatives Program	Requires compliance with federal standards
Congestion Mitigation and Air Quality	Requires compliance with federal standards
Active Transportation Infrastructure Investment Program	Requires compliance with federal standards
Economic Development Administration	Requires compliance with federal standards
Community Project Funding	Formerly called “earmarks”

Potential Funding Sources

Potential Funding Sources for Public Art	
Source	**Notes**
National Endowment for the Arts	
Massachusetts Cultural Council	
New England Foundation for the Arts	https://www.pps.org/article/artfunding Includes information on various funding sources
Bloomberg Philanthropies	

Potential Funding Sources for Facade Improvement Program	
Source	**Notes**
American Rescue Plan Act funding	If funding is still available, it must be encumbered or committed by December 31, 2024, and expended by December 31, 2026
Community Development Block Grant	If deemed eligible
Massachusetts Downtown Initiative	
Commonwealth Places	A match to crowd-source funds for placemaking.
Low-interest loans or loan forgiveness program	
Fundraising	
Community Preservation Act funding	If eligible
Massachusetts Historic Rehabilitation Tax Credit	Massachusetts Historical Commission
Underutilized Properties Program	MassDevelopment
Massachusetts Preservation Projects Fund	Massachusetts Historical Commission
Municipal Vacant Storefronts Program	Economic Assistance Coordinating Council

Phasing Plan

Phase 1: Quick and Low Cost Fixes			
Task	**Time Frame**	**Cost Estimate**	**Description**
Tactical Urbanism	Short-term	Low-cost	Implement short-term, low-cost scalable interventions to activate the Gateway area (e.g., pop-up parks, street furniture).
Crosswalk Striping	Short-term	Low-cost	Add visible crosswalks to improve pedestrian safety and draw attention to changes.
Logo and Marketing	Short-term	Low-cost	Develop and incorporate a well-designed logo and marketing strategy that reflects Dudley's character
Gateway Sign Design	Short-term	Mid-cost	Design and install a gateway sign to establish Dudley's identity and welcome commuters.

Phase 2: Planning and Coordination			
Task	**Time Frame**	**Cost Estimate**	**Description**
Formal Planning	Mid-term	Mid-cost	Develop detailed plans for future phases, including cost estimates and designs.
Wayfinding	Short-term to Mid-term	Mid-cost	Design and install wayfinding signs throughout the gateway area to improve navigation.
Trail Connections	Mid-term	Mid-cost	Connect and extend trails to larger networks, enhancing recreational opportunities like the Riverwalk.

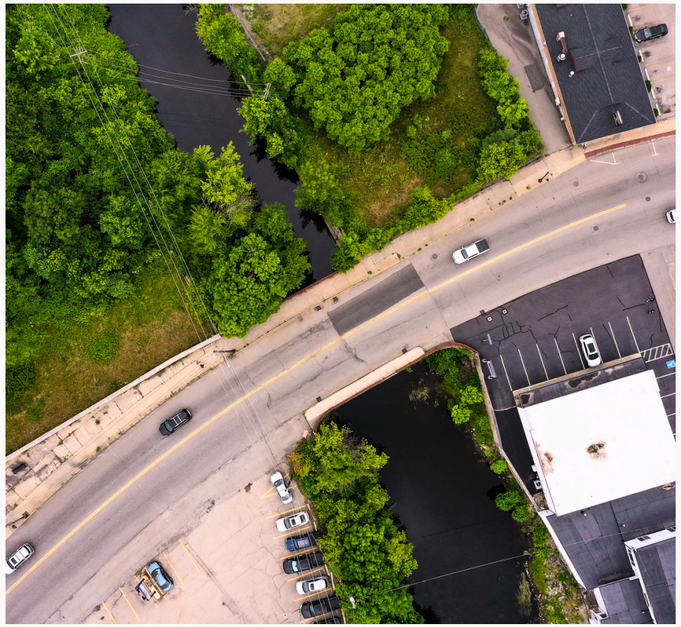
Phasing Plan

Phase 3: Medium-Term Enhancements			
Task	**Time Frame**	**Cost Estimate**	**Description**
Streetscape Design	Short-term to Long-term	Low-cost to High-cost	Phase streetscape improvements starting with lower-cost implementations while seeking funding for larger projects.
Public Art Interventions	Short-term to Long-term	Low-cost to Mid-cost	Collaborate with local art collectives to design and implement public art interventions.
Revisions to Zoning	Mid-term to Long-term	Low-cost to Mid-cost	Update zoning regulations to support mixed-use development and a walkable area.
Parking Criteria	Mid-term to Long-term	Low-cost	Incorporate parking criteria into zoning revisions.

Phase 4: Long-Term Enhancements			
Task	**Time Frame**	**Cost Estimate**	**Description**
Facade Improvement Program	Long-term	Mid-cost to High-cost	Establish a program to incentivize property owners and businesses to enhance building appearances.
Utility Undergrounding	Long-term	High-cost	Burying overhead utility lines to improve aesthetics and safety, which should be done before sidewalk and ADA ramp installations.
Sidewalks and ADA Ramps	Long-term	High-cost	Install new sidewalks and ADA-compliant ramps, ensuring all areas are accessible and safe.

Dudley Gateway: A Revitalization Plan

- The Gateway Plan aims to **transform** West Main Street into a **vibrant**, **interconnected destination**.
- Built on previous studies, data research, and **community engagement**.
- Vision: Establish a **premier destination** with a unique identity, historical richness, and community strength.
- Goals include fostering **sustainable growth**, supporting **local businesses**, and creating a **safe, inviting environment**.
- Focus on **placemaking, tactical urbanism**, and **zoning** to enhance appeal and economic prosperity.
- Detailed roadmap with **cost estimates**, **funding strategies**, and phased recommendations for **implementation**.



Contact

Central Massachusetts Regional Planning Commission

Jane Wyrick	JWyrick@cmrpc.org
Victoria Chavez	VChavez@cmrpc.org
Website	www.cmrpc.org