

## Downtown Greenfield

### Top Project Priorities Resulting from Rapid Recovery Plan Process

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

