

This is the draft final report for the Complete Streets project for the Town of Deerfield through the Sustainable Franklin County grant obtained by the Franklin Regional Council of Governments (FRCOG) from the Federal Department of Housing and Urban Development (HUD).

Comments on the report should be sent via email to: completestreets@town.deerfield.ma.us or in writing to the Selectmen's Office, 8 Conway Street, South Deerfield 01373. The consultants are able to read email and will be forwarded copies of written comments. No telephone calls, please. The comment period ends February 8, 2013.

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DOWNTOWN DEERFIELD COMPLETE STREETS AND LIVABILITY PLAN

DRAFT



JANUARY 2012



Elm

STOP

4-WAY

PRODUCE NATIONAL

NO PARKING

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GARDEN CITY MARKET

REAL FRUITS & VEGETABLES & BERRY BREADS & BUTTER

ONE HOUR PARKING



A LIVABILITY PLAN FOR DOWNTOWN DEERFIELD

Livable communities are places of thriving economic activity, attractive to visitors of all ages, and appealing centers for development. Most notably, livable communities are communities with a defining sense of place, containing assets that support and reflect the values of the existing community.

Over the years, South Deerfield's Village Center has formed its unique identity with these traits, and in doing so helped to create a sense of place for residents and visitors of South Deerfield. Still today, South Deerfield is seen as a hidden gem within the Pioneer Valley, for its modest scale New England architecture and mixed-use downtown center that attract young and old alike.

However, South Deerfield's Village Center has begun to lose the attractive qualities and activities that once encouraged visitors to the downtown, thus hurting the town's appeal, local businesses, and sense of community. Fortunately, Deerfield town officials and residents have recognized the need to be proactive in strengthening the qualities and identity of the downtown as a thriving center that supports the values of the existing and future communities of South Deerfield.

Working alongside Deerfield Town officials, key stakeholders, and community members, Nelson\Nygaard, the Cecil Group, and Doucet & Associates have created a Complete Streets and Livability Plan for South Deerfield Village Center

that will act as a springboard for future investments, development, and economic activity.

To accomplish this goal, the consulting team has conducted an extensive a public participation process. The process was organized around a three-day design charrette to create alternative conceptual and schematic plans, which was open to the public. The team also reached out to and conducted meetings with specific stakeholder groups.

The planning team built directly off of the results of this public process, generating a Complete Streets Conceptual Plan, a set of Complete Streets Guidelines, a Livability Plan document, and Immediate Action Plan for Downtown Deerfield. It is the project team's hope that this combined set of tools will help advise and strengthen Downtown Deerfield as the heart of its community: attractive to visitors, bustling with economic activity, and place that embodies the town's unique identity.

Two Key Plans

In 2010, Franklin County won a \$425,000 Federal Housing and Urban Development (HUD) Regional Planning Grant to create the Regional Plan for Sustainable Development (RPSD). The RPSD is a long-range integrated plan for Franklin County that will support sustainable development through increased livability and economic vitality.

From this grant, the Town of Deerfield was able to secure funding to create a Complete Streets and Downtown Livability Plan that built off of the

goals of both the HUD Grant and the RPSD.

Thus, the goals set out by the Franklin County Council of Governments and the U.S. Department of Housing and Urban Development's (HUD) Regional Plan for Sustainable Development are integral pieces to producing a comprehensive Complete Streets and Livability Plan for South Deerfield's Downtown Village. These goals are outlined below.

1. INTRODUCTION

HUD Sustainable Communities Regional Planning Grant Goals

The HUD Sustainable Communities Regional Planning Grants go to planning efforts that integrate issues ranging from housing to energy use. In particular, the grants focus on investing in cooperative programs involving interdependent agencies across jurisdictions and issues at a regional level. Main goals for the program include:

- To understand key issues impacting the region and to create a vision for sustainable development and redevelopment to guide future growth
- To understand the needs of disadvantaged populations and impediments to accessing affordable housing, transportation and living wage jobs
- To identify housing, transportation, economic development, energy conservation, natural resource protection, and infrastructure needs and priorities
- To build local and regional capacity and increase collaboration among regional agencies and communities

Franklin County Regional Plan for Sustainable Development Goals

In 2010, the Franklin County Council of Governments worked with Community Action, Franklin County Regional Housing and Redevelopment Authority (HRA), North Quabbin Community Coalition (NQCC), Franklin County Community Development Corporation (FCCDC), Greenfield, Montague, Orange, and Deerfield to create the RPSD. The plan seeks to guide sustainable development into the future for Franklin County. Its top goals are outlined below:

Economic Development Goals

- Redevelop vacant or underutilized industrial and commercial buildings or sites
- Support sustainable economic development in the region
- Promote and invest in specific business sectors including manufacturing, agriculture and clean energy

Transportation Goals

- Increase availability and use of public transit
- Restore passenger rail service
- Increase bicycle/ pedestrian facilities and promote walking and bicycling

Housing Goals

- Improve the energy efficiency of housing
- Improve the quality of existing housing
- Locate housing near employment and town centers

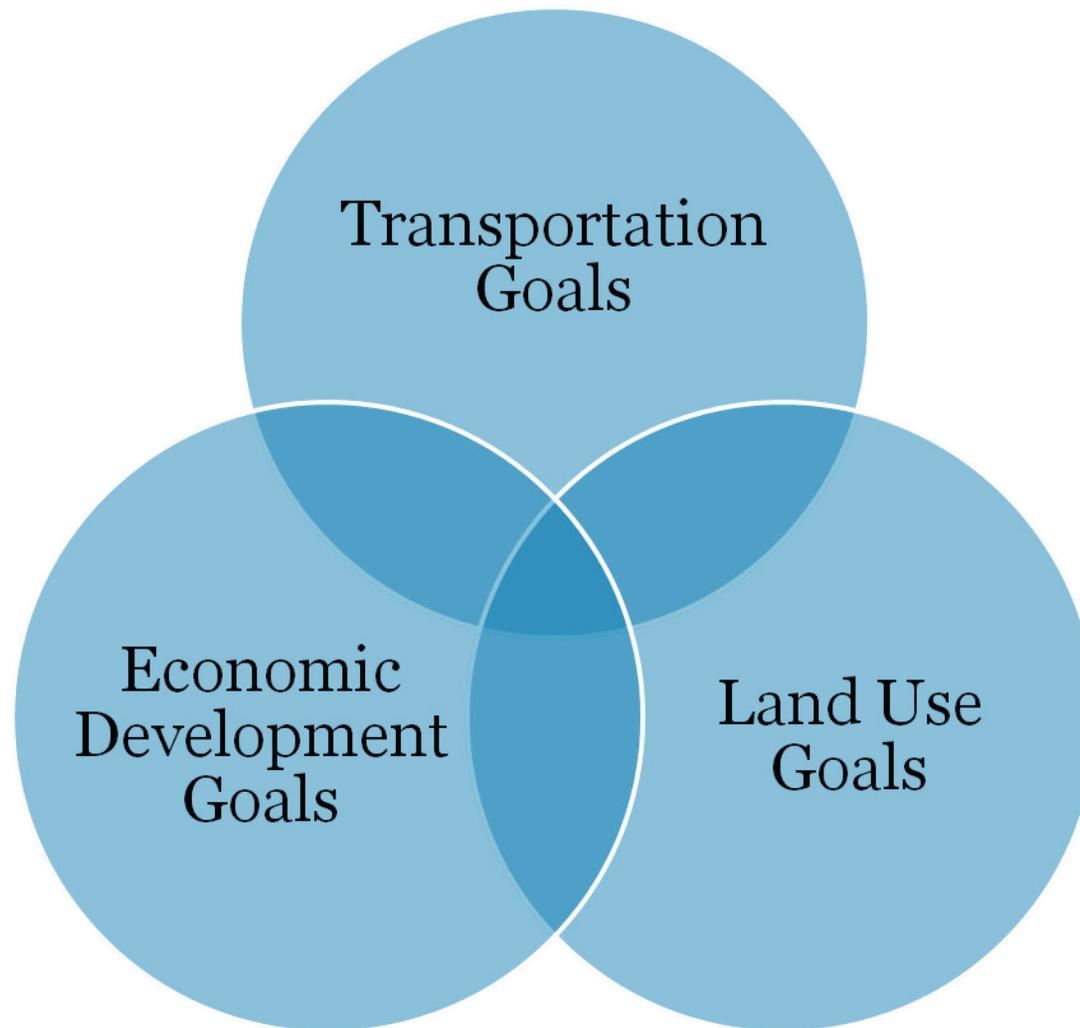
Land Use Goals

- Prioritize redevelopment of vacant or underutilized structures and properties
- Locate new businesses in town centers or near transit services
- Coordinate new development with existing transportation, water, and sewer infrastructure

Cultural Resources Goals

- Foster the growth of arts and culture
- Support our agricultural heritage
- Preserve rural and scenic landscapes
- Revitalize and preserve historic town centers

The Team's approach is based on the goals highlighted in the County's Regional Plan, and build upon these objectives to create action oriented and short term attainable solutions for achieving broader community goals. The entire process is designed to apply these goals and ensure that recommendations are prioritized to meet them.



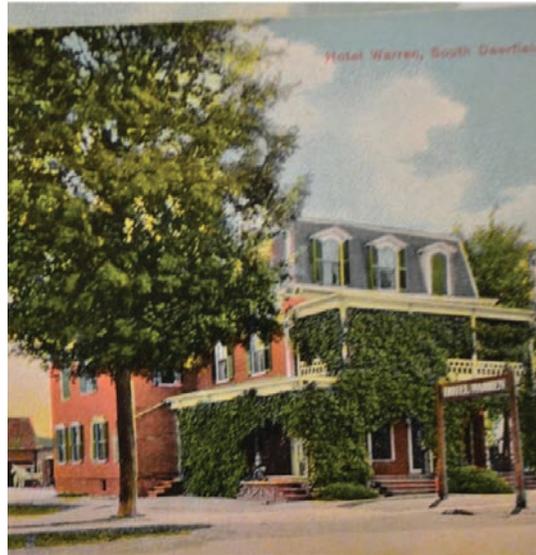
HUD Sustainable Communities Regional Planning Grant Program Goal Areas

1. INTRODUCTION

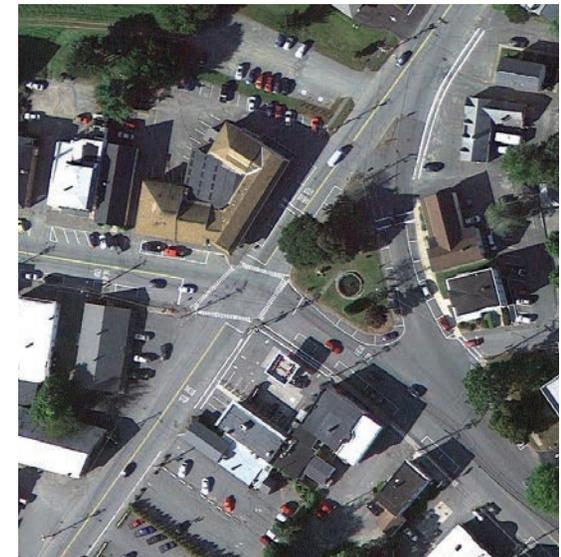
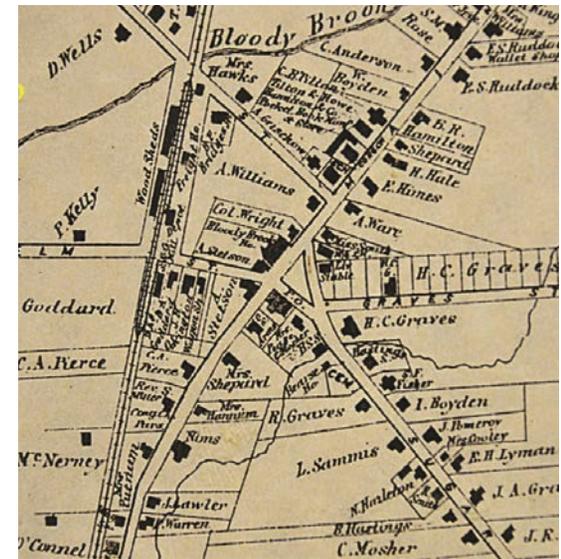
UNDERSTANDING DEERFIELD'S HISTORY

The Town of Deerfield, Massachusetts is located in the heart of the Pioneer Valley and has formed its unique identity through its colonial past. The Town of Deerfield grew its identity as the quintessential New England town in the 18th century as a thriving English settlement in the Connecticut River Valley of Massachusetts. To date, the Town still holds onto much of its historical heritage and identity through replicating restored period homes and colonial-era furnishing and crafts in the as a celebration of Deerfield's New England heritage. This area is famously known as the village of Historic Deerfield, which has been designated as a national historic landmark and as a center of tourism in the Pioneer Valley.

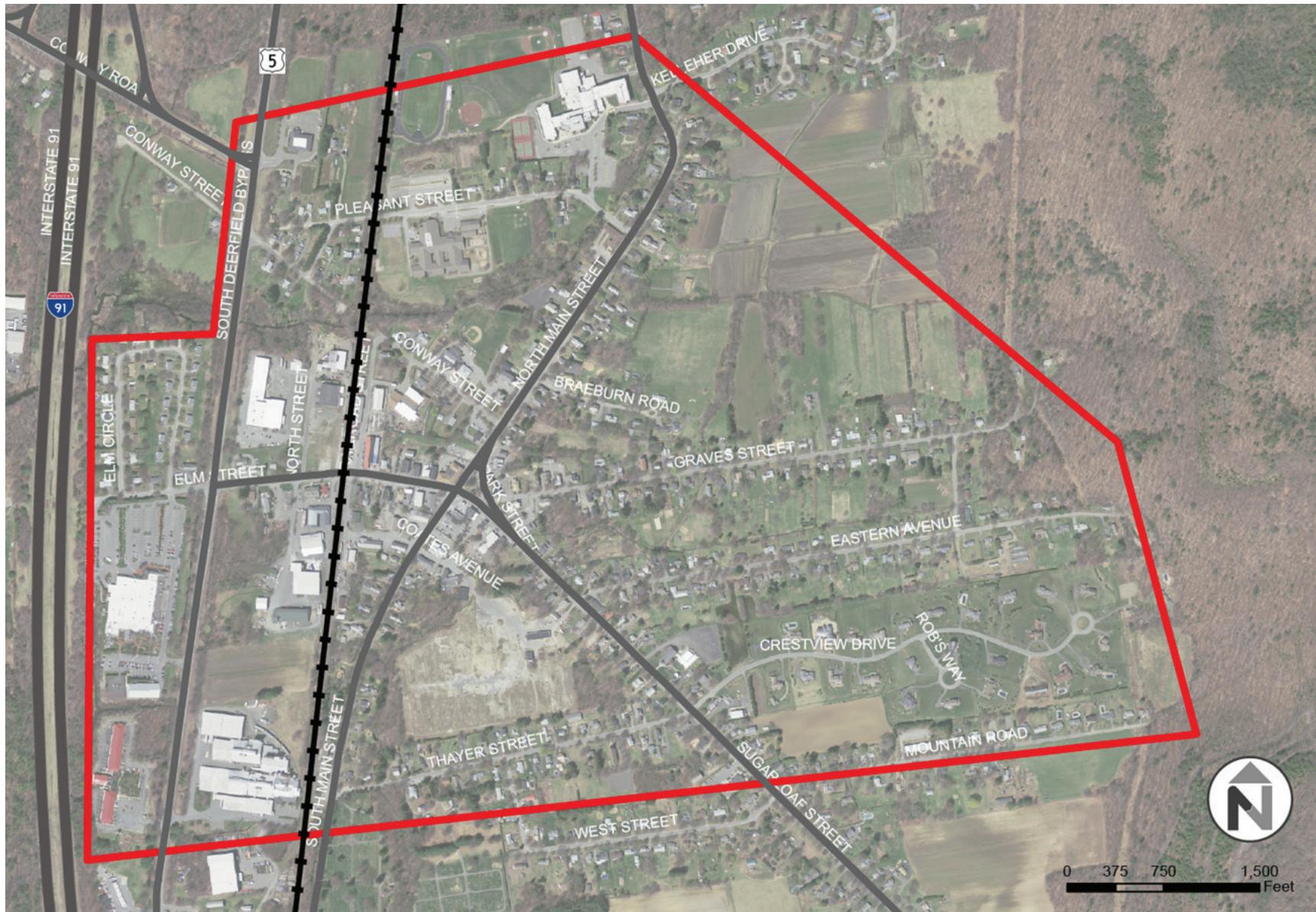
The Town's South Deerfield village has gained its local identity through its Downtown Village Center, serving as the Town Center for the whole community. South Deerfield began as a farming community, with a lively center boasting of commerce and activity throughout the 19th and 20th centuries. Since then the town has been known for the Oxford Foods site, locally known at the pickle factory, which was closed in 2006. The major tourist attraction and economic center for South Deerfield has been the Yankee Candle Factory and Mt. Sugarloaf state reservation.



South Deerfield's Village Center is filled with historic buildings that have changed over time. These historical assets add to the characteristic of the downtown and should help enhance its the downtown's identity.



The historical map of the Village Center from 1871 (top image) shows that Park Street existed well before the street car trolley, and has lasted through today (bottom image).



South Deerfield Study Area

1. INTRODUCTION

PREVIOUS PLANS

The recommendations presented in this document build upon multiple plans and projects that will shape the future of Downtown Deerfield. Two plans in particular have examined the Town at both macro and micro levels. The first, completed in 2001, is the Franklin Regional Council of Government's *Application of Traffic Calming in South Deerfield*. The second, completed in 2009, is a report titled *Priority Development Site Planning Analysis for the Former Oxford Foods Site*. Both studies provide an excellent snapshot of specific issues in Downtown Deerfield as well as a regional context for the issues and opportunities that led to the Complete Streets and Livability study.

Application of Traffic Calming in South Deerfield

In 2001, the FRCOG completed the *Application of Traffic Calming in South Deerfield*. This study built off of traffic goals identified in the 2000 *Deerfield Master Plan*, including:

- Conduct traffic flow study of South Deerfield Village Center roads
- Explore and designate a bicycle route between Old Deerfield and South Deerfield Village Center
- Support improvement of pedestrian and transit options

The FRCOG report focused on documenting existing vehicular, pedestrian and transit mobility and infrastructure in the Downtown in order to provide safety improvements and final recommendations for traffic calming strategies. In particular, the report focused on the following characteristics of the area:

- Pedestrian level streetscape and roadway improvements

- Aesthetic improvements
- Design recommendations to slow vehicular traffic near businesses and increase access by alternate modes

Focusing on these goals as well as integration with existing plans for the region, the report proposed three comprehensive alternative development scenarios ranging from a basic level of improvement to a complete overhaul of streetscapes and intersections. Cost estimates for these scenarios ranged from \$200k - \$530k. Highlights of the scenarios include:

Scenario A

- Construction/reconstruction of sidewalks and curbs
- Curb and sidewalk on east side of Park Street
- Curbs installed at the intersection of Sugarloaf Street, Elm Street and South Main Street
- Crosswalks on Elm Street
- Painted center island at Sugarloaf/Park/Graves intersection
- Benches, trashcans, trees, etc.

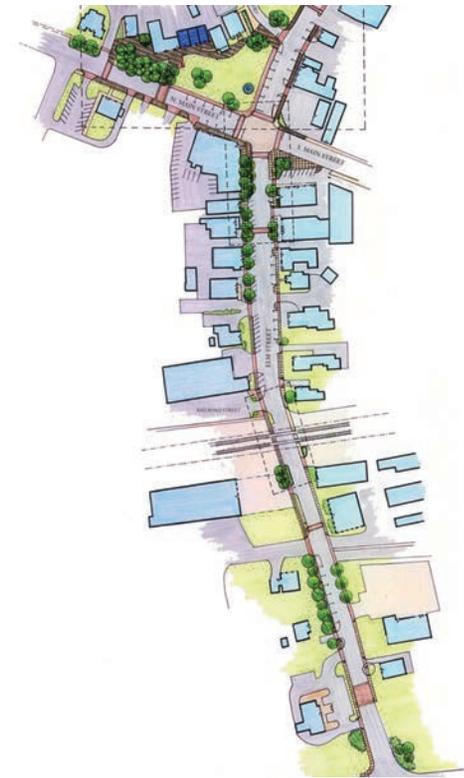
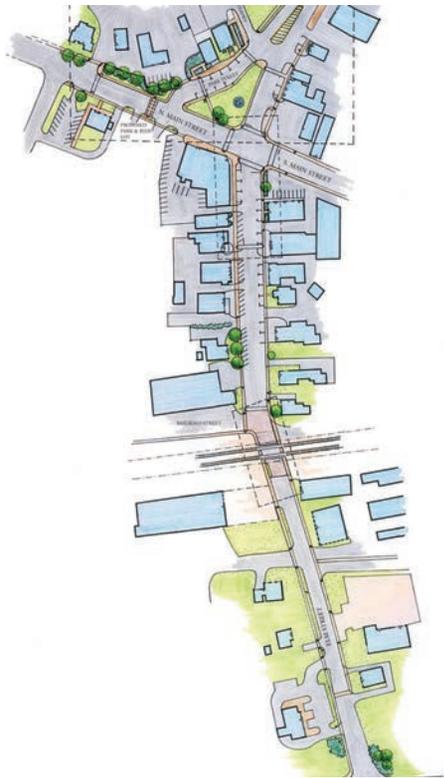
Scenario B

- More extensive streetscape and roadway improvements
- Sidewalk improvements using stamped concrete or interlocking concrete pavers
- Narrowed roadways
- Slight re-alignment of Park Street
- Center island at the intersection of Sugarloaf and Park Streets
- Reconfigured access to Bushey's parking lot
- More extensive treatments at the railway crossing on Elm Street

Scenario C

- All infill sidewalk construction from A and B
- Close off Park Street to traffic
- Relocate utility poles
- Curb extension at Elm/North Main/South Main/Sugarloaf intersection
- Narrow access point to Railroad Street from Elm Street.
- Additional plantings throughout the project area.

The Complete Streets and Downtown Livability Plan builds on the work of the FRCOG report by providing a toolbox of best practices for creating roadways that allow access by all modes. These include several methods that address both traffic calming and aesthetic issues. In addition, this report provided the charrette team with a springboard for discussions of areas to target for improvement in Downtown Deerfield. IN the future, the Town can use the findings of *Application of Traffic Calming in South Deerfield* together with the findings of this report to prioritize locations for improvement.



Design Alternative A from the FRCOG report is the most basic.

Design Alternative B from the FRCOG report. Alternative B is more comprehensive.

Alternative C, shown above, is the most extensive alternative.

1. INTRODUCTION

Town of Deerfield Priority Development Site Planning Analysis for the Former Oxford Foods Site

The Massachusetts General Legislature (MGL) administers the Chapter 43D program, which designates properties as priority development sites and provides technical assistants grants to help with the process of redevelopment. Under this program, the Town of Deerfield undertook both a market analysis of the Oxford Foods site with the Economic Development Council and Western Massachusetts and an analysis and conceptual site design with a private consultant.

By looking at a range of factors including demographics and stakeholder input, the market analysis found two possible land uses for the former pickle factory that would be beneficial to the Town of Deerfield. The first was a mixed use “lifestyle center” comprising commercial, retail and some residential would be beneficial to the area. Another possible type of development for the site was industrial, as the region has a limited amount of usable industrial land available.

The analysis and conceptual site designs provided a more concrete vision for these two land uses within the context of South Deerfield. Both included specifics related to design characteristics such as parking and buildable square footage, as well as impacts to traffic and utilities. The preferred location of site access was Sugarloaf Street.

The Oxford Foods site report highlighted two issues of direct relevance to the Complete Streets and Downtown Livability Plan. Specific to the Oxford Site, the report found that landscape and signage treatments will be key to link the site back to Downtown Deerfield. In addition, the market analysis of the site and its Downtown Deerfield context found that the town would



The “lifestyle center” concept for the Oxford Site from a 2009 analysis.

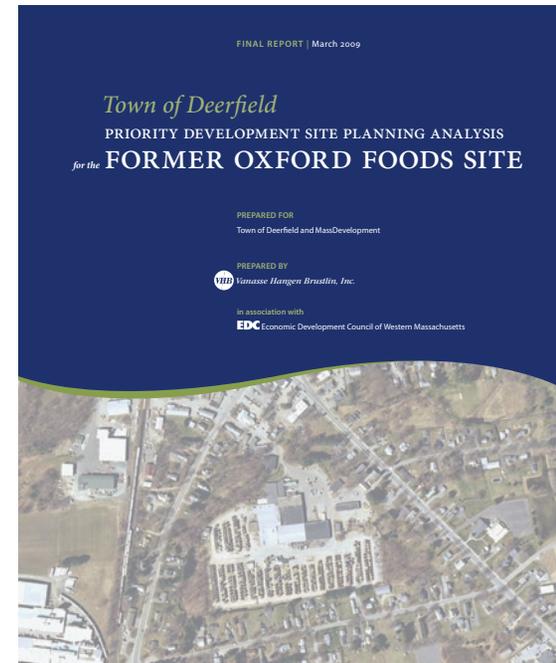
benefit from improved gateway treatments between the Town and major area roads.

The Complete Streets and Livability Plan does not seek to create yet another plan for the Oxford Foods site. Rather, the plan takes the research and proposals included in the FRCOG report and looks at how the site can and should

interface with the rest of Downtown Deerfield. In particular, the Livability Plan expands upon the connectivity between the site and the rest of Downtown.



The “light industrial” concept for the Oxford Site from a 2009 analysis.



Under the Chapter 43D program, the Town of Deerfield undertook both a market analysis of the Oxford Foods site with the Economic Development Council and Western Massachusetts and an analysis and conceptual site design with a private consultant.

1. INTRODUCTION

BUILDING COMPLETE STREETS

At its core, the Complete Streets movement seeks to plan and design streets in a holistic manner for all users, including bicyclists, pedestrians, motorists, and transit riders. A complete street is one that places values on all modes of travel, is context sensitive, has both quantitative and qualitative performance measures, incorporates “green” elements, encourages connected networks, and contributes to a community’s unique sense of place.

The combination of these elements will be different for every community and corridor but can be a powerful tool in defining a functional balance and culturally distinctive sense of place. Providing for specific kinds of social activities gives rise to appealing forms and design treatments just as providing for specific ecological functions leads to unique landscape expressions.

Existing conditions in South Deerfield do a decent job of supporting multi-modal options however, identifying opportunities to enhance these assets and strategically plan to accommodate these all travel modes will not only enhance the streetscape of the downtown, but livability and quality of life for the area as a whole.

CONNECTIVITY GOALS FOR DEERFIELD

In South Deerfield, building connections between and enhancing existing infrastructure that support all modes of transit, such as walking, biking, transit, and vehicle traffic, for users of all abilities helps to create a safer, more attractive, and livable community. Connectivity goals seek to provide easy access to key destinations for users of all modes of transport and often makes local trips easier and more pleasant by foot than by car. By examining existing conditions for all modes of transit, this report seeks to provide recommendations on how to best integrate a complete and multi-modal approach to designing South Deerfield’s streets to not only better connect and link people with places throughout the Town, but Deerfield in a broader regional context as an origin and destination in the Pioneer Valley.

Connectivity Goals

- Pedestrian connectivity
- Bicycle connectivity
- Transit interface
- Safety for all modes and users



Pedestrian Connectivity

Through identifying opportunities to increase pedestrian connectivity, such as building a safer and more complete sidewalk network and creating preferred walking paths throughout, South Deerfield will help to connect residents and visitors more easily to their destinations in the downtown, to school, and to their homes.



Bicycle Connectivity

The Franklin County Bikeway provides an opportunity for visitors and cyclists to pass through places like South Deerfield. Creating bicycle infrastructure to support cyclists coming into South Deerfield from the regional trail, and connecting throughout the Town will create a more unified bike network for current and potential users.



Transit Interface

Excellent connectivity for a community consists of creating travel choices and networks that are interlocked and efficient for users. By identifying opportunities to increase pedestrian and bicycling networks, integrating existing transit options provides for a more connected transportation network.



Safety for All Modes and Users

Designing adequate facilities that take into consideration the safety, interests, and convenience of all users will help to encourage bicycling, walking, and transit as travel option in South Deerfield.

1. INTRODUCTION

PUBLIC PROCESS

Deerfield Online Survey

Prior to the Deerfield Complete Streets Charrette, an online survey was conducted and open to Deerfield, residents and visitors. The survey was available on the Town website and additionally publicized through flyers and email lists. The goal of the online survey was to gather information about resident and visitor perceptions of Downtown Deerfield. This included existing modes of travel around the Downtown as well as what respondents saw as opportunities to create a more livable Downtown. The survey was taken by over 100 Deerfield residents and visitors.

Stakeholder Meetings

The project team held focus group meetings with various community stakeholders during the three day charrette workshop. These groups were typically smaller to allow for conversations about particular streets or intersections, safety issues in general, or land uses and economic development. Meetings were held with the following groups:

- Downtown Deerfield business owners
- Town officials, boards and committees
- UMass Amherst
- Deerfield Academy
- Yankee Candle Company

Notes from the focus group sessions and the site interviews can be found in Appendix of this report.

Walk Audit

On Thursday, November 15th, the project team led a walking tour around Deerfield's Downtown Village Center. Participants of the tour consisted of the Town Staff, Town boards and committee members, as well as residents of Deerfield. The tour group observed existing operations, land uses and street conditions, including design, walkability, traffic patterns, intersections, crossings, sidewalk conditions, and other features.

The project team used insights gleaned from the walk audit throughout the charrette and recommendation process.

Public Meetings

One of the main goals of the charrette process is to allow for a transparent, collaborative, and engaging process for the Deerfield public. Throughout the three-day charrette, Deerfield visitors and residents were encouraged to attend the various team working sessions to provide input and feedback on alternatives scenarios as they developed. The opening public workshop provided a great opportunity to help frame and listen to goals, issues, needs and visions of the public. Similarly the final presentation provided opportunities for the team to consult with the public about recommended strategies.

Overall the public process was extremely successful in providing much needed input and perspective to the team's final recommendations. Most importantly however, Deerfield's public participation was critical not only in developing momentum for change, but also in fostering a sense of ownership in moving forward with the developed solutions for Downtown Deerfield.



Community stakeholders joined the consulting team for a walk audit around South Deerfield. Residents discussed the issues and opportunities with the existing design of the four-way stop intersection in the Village Center



Key issues that were discussed during the walk audit were the existing conditions of roadways in the Village Center, which have posted safety concerns for those biking and walking because of the lack of defined space and wide street widths.



After the walk audit, community stakeholders and the consulting team joined together in a design charrette further discuss the issues and opportunities identified throughout the day and propose potential solutions.

2. EXISTING CONDITIONS

PROJECT AREA AND COMMUNITY

South Deerfield is a hidden gem in the Pioneer Valley. The town is situated close to Route 5 and I-91, and has easy regional access without the burden of too much traffic. Built at a modest scale, yet dense enough to have a clearly defined town center, South Deerfield has the qualities that are attractive to young and old; to millennials and baby boomers; to those seeking a livable mixed-use center within walking distance of their home. As demographics change in the Valley, Massachusetts, and the United States in general, places like South Deerfield stand to attract families, singles, businesses, and commerce

As South Deerfield's population has grown a little older, so has its village center. Its attractive qualities and activity no longer catch the eye and encourage people to stop, get out of their cars, and visit downtown. While there is no need to be the next boomtown, the greater threat is that the downtown declines too far and hurts the town's appeal, local businesses, and sense of community.

However the vision and goals for South Deerfield's Village Center remains. The vision to maintain the character of the community, while fostering economic development and improving the livability for its residents stands strong. The communities are invested and enthusiastic about creating meaningful change, have slowly begun building the support networks necessary to do so. Regional and local

planning recommendations have been utilized as a starting point for generating context-sensitive solutions for South Deerfield's Village Center. This study builds off these recommendations and make sure the goals are in line with the vision and goals of the community as a whole.

An integral piece to creating a livability plan for Deerfield's Village Center includes strategic planning at varying regional and local contexts to realize the full potential for economic development, connectivity, and livability in South Deerfield. This section focuses on analyzing existing infrastructure and connectivity conditions at varying scales to provide a foundation that informs the recommendations laid out in the upcoming sections. A unique part of this analysis includes the capturing of community feedback about existing assets and needs in the community, which directly informs the final recommendations.

KEY FINDINGS

Connections

- The PVTA and FRTA provide service in downtown Deerfield, although connections are infrequent
- The Franklin County Regional Bikeway comes close, but not through, Downtown Deerfield
- Deerfield is well connected to key New England destinations via interstate and local roads

- The sidewalk network in Deerfield is incomplete, even in some key areas of the downtown
- Parking provisions are ample
- Residents often use off-road and informal connections to move through the town

Resident Survey

- Respondents highlighted poorly maintained sidewalks and a lack of bike lanes as barriers to walking and biking
- Respondents did not identify many driving issues

Charrette

Charrette participants identified six areas for improvement:

- Traffic Safety
- Pedestrian Safety
- Bicycle Safety
- Economic Development
- Open Space/Recreation
- Aesthetic Improvements

The charrette also further refined the study team's focus on the downtown core.

2. EXISTING CONDITIONS

OVERVIEW

The South Deerfield project area is located in the Town of Deerfield, a community in Western Massachusetts situated about 20 miles north of Springfield and 95 miles west of Boston. The Town is located at the heart of the Franklin County, bordered by the communities of Greenfield to the north, Whatley to the south, and other surrounding communities of Conway, Shelburne to the east and Sunderland and Montague to the west.

The Town of Deerfield is known best for its two villages, Historic Deerfield, a well-known tourism center for colonial heritage in the Pioneer valley, as well as South Deerfield, home to the Yankee Candle Company and the Town's downtown center. Other main attractions include its agricultural and scenic landscapes including the Connecticut River and Mount Sugarloaf.

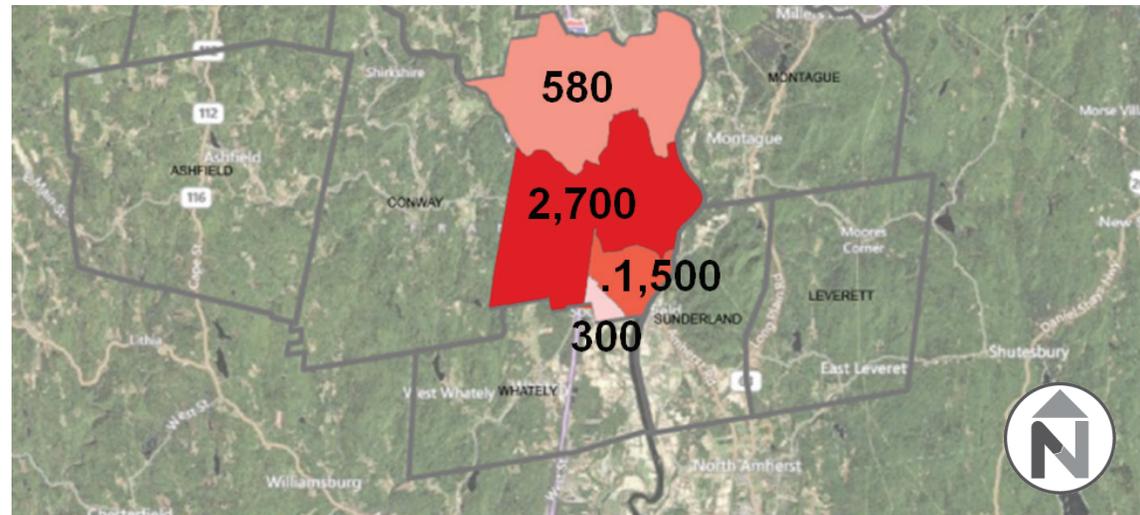
Demographics

According to the 2010 census the population of Deerfield is about 5,100 people within an area of about 33 square miles.

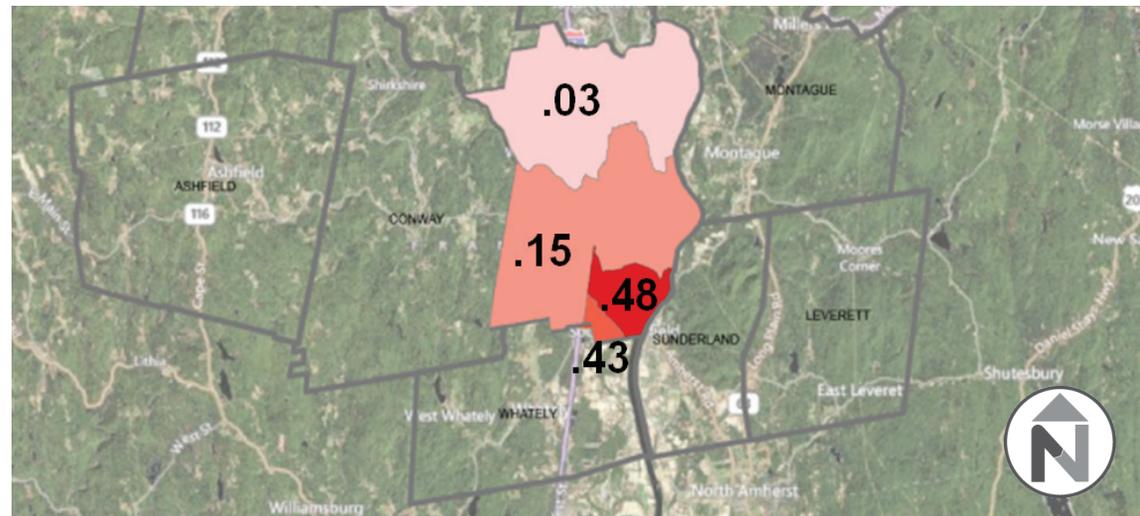
The population demographics consists of more than 97% white and less than 3% combined totals for African American, Asians, or other races.

The age range of residents consists of about 22% of the population under the age of 18, 6% from 18-24, 30% from 25-44, and approximately 34% that were 45 years or older.

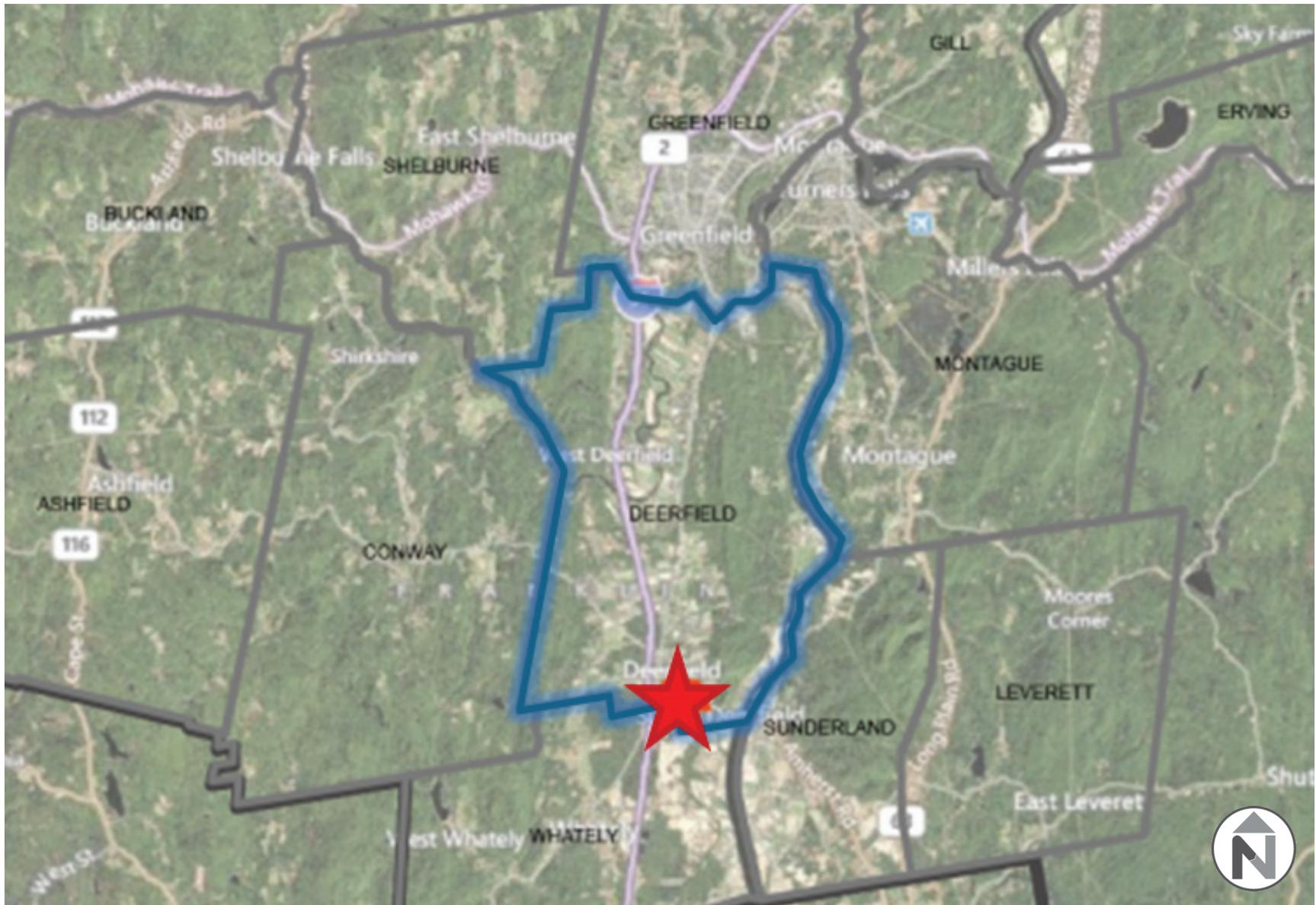
There are approximately 2,600 housing units in town, and about 75% of which are owner occupied.



Population by Block Group (2010 ACS)



Population Density (2010 ACS)



Deerfield is located at the heart of the Franklin County, bordered by the communities of Greenfield to the north, Whatley to the south, and other surrounding communities of Conway, Shelburne to the east and Sunderland and Montague to the west.

2. EXISTING CONDITIONS

DEERFIELD CONTEXT

The project area of South Deerfield's Village Center is very distinct and significant in its contextual setting because it has been blessed with a dense, walkable, and mixed used center that serves as the Village Center not only for South Deerfield, but the Deerfield community. The boundaries of this project area include Thayer Street to the south, North Main Street to Frontier Regional School, Sugarloaf Street to the east, and South Main Street and Elm Street to the west. South Deerfield contains various residential properties, offices, businesses, restaurants, retails, schools, and municipal services, all located within reasonable walking distance of another.

South Deerfield began as a farming community in the late 17th century, however it soon became the quintessential New England town composed of a quaint town center, well connected by roadways traversing through South Deerfield into neighboring towns in the Pioneer Valley. Over the years South Deerfield has attracted families, singles, businesses, and commerce because of its modest and appealing Village Center. Over time however, there has been a steady decline in the downtown, as recent housing developments have occurred in a more suburban fashion that let families operate independently of the downtown, reducing walking and the sense of community new families should bring to the area. This decline has the poses the threat to hurt not only South Deerfield's local businesses and sense of community in, but the appeal of this community as a whole.

South Deerfield has the opportunity to capitalize on its existing assets by identifying opportunities to improve its current streetscape. Done correctly, it is the foundation for community building, economic development, and place

making in South Deerfield. The opportunity for Elm, Main, Sugarloaf and surrounding village streets to become more livable and "complete" is strong and enhancing current infrastructure goes a long way in creating a safer walking and biking environment for South Deerfield's school children. Identifying existing community habits such as walking routes and paths and integrating this into the Town design creates and connects the community more with the Village Center. And rethinking how and at what speeds motorists approach gateways into the community helps to clearly define the quality of life the downtown center has and expects.

The following maps provide snap shots into the interconnected components that create a livable community. The consulting team looked into factors such as existing transit and roadways networks provide an understanding of what types of transportation infrastructure South Deerfield utilizes and gaps that where the potential to create more multi-modal alternatives exists. Analyzing land use and its connection with parking facilities and utilization provides opportunities to converse about potential solutions such as shared parking facilities that allow current facilities to be used more efficiently, to encourage more efficient land uses, and to create a safer, more walkable downtown. Ultimately these analyses provide a foundation for the recommendations laid out in the plan, and in addition, the feedback from the community in regards to their perception of necessary changes and existing assets help to guide the final recommendations moving forward.

Study Area

For the purpose of this study, the Project Area consists of the businesses, restaurants, retail, schools, town offices, and residential properties located in South Deerfield's Village Center. The Project Area is included in the boundaries from Thayer Street to the south, North Main Street to Frontier Regional School, Sugarloaf Street to the east, and South Main Street and Elm Street to the west.

Downtown Core

The Downtown Core is defined by the boundaries of Route 5 to the west to Sugarloaf and Graves Street to the east, and north at Conway Street to Coates Street to the south.



The Project Area is included in the boundaries from Thayer Street to the south, North Main Street to Frontier Regional School, Sugarloaf Street to the east, and South Main Street and Elm Street to the west.

2. EXISTING CONDITIONS

CONNECTIONS

Deerfield is well connected, both formally and informally, on a pedestrian, bicycle and vehicular scale. However, some of these modes provide more diverse travel opportunities than others.

Public Transit

Both the FRTA and the Pioneer Valley Transit Authority provide service to Downtown Deerfield, as shown in the map to the right.

Service runs throughout the day on the FRTA, beginning at 5:35 am and ending at 6:55 pm. On Route 31, passengers can access destinations as far south as Northampton and Greenfield in the north. Thus the route is an important regional connection between important urban centers in Franklin County.

At the John W. Olver Transit Center in Greenfield, passengers can transfer to all FRTA routes, listed below:

- Route 21 - Greenfield Community
- Route 22 - Montague-Greenfield
- Route 23 - Amherst-Greenfield
- Route 32 - Athol-Greenfield
- Route 41 - Charlemont-Greenfield

FRTA will also provide important future connections to Amtrak service. The PVTA service runs from 7:20 am to 10:15 pm on weekdays, and on reduced schedules Saturdays and Sundays. The PVTA schedule lists two trips per day as timed to connect with FRTA transfers. The route runs south to UMass Amherst and connects to Routes 45 and 32 which diverge after Amherst to serve Hampshire College and Belchertown. Again, this route is an important regional connection, although service is not very frequent.

Amtrak

Amtrak is currently planning to reroute its Vermonter route through the area to restore the “Massachusetts Knowledge Corridor” through Greenfield, Northampton, and Holyoke to Springfield. At the time of this report, Amtrak has completed the feasibility study and submitted the required Environmental Assessment to the Federal Railroad Administration.

Franklin County Regional Bikeway

Franklin County’s rolling hills, relatively calm streets, and beautiful scenery make it an inviting place to bike -- either as a form of transportation or for pure recreation.

Over two decades ago, the Franklin County Bikeway Committee became the process of creating the Franklin County Regional Bikeway. Now, the Bikeway serves as a regional bike network connecting neighboring counties around Deerfield. The Bikeway is about 240 miles long, and connects not only to other counties but crosses state lines as well. Bikeway routes do not exist solely on maps; wayfinding signage leads bikers along designated routes.

FRTA ROUTE 31:

5:35 AM

6:30 AM

7:15 AM

8:25 AM

9:35 AM

10:55 AM

12:50 PM

2:15 PM

3:35 PM

4:55 PM

5:35 PM

6:55 PM

PVTA ROUTE 46:

7:20 AM

8:05 AM

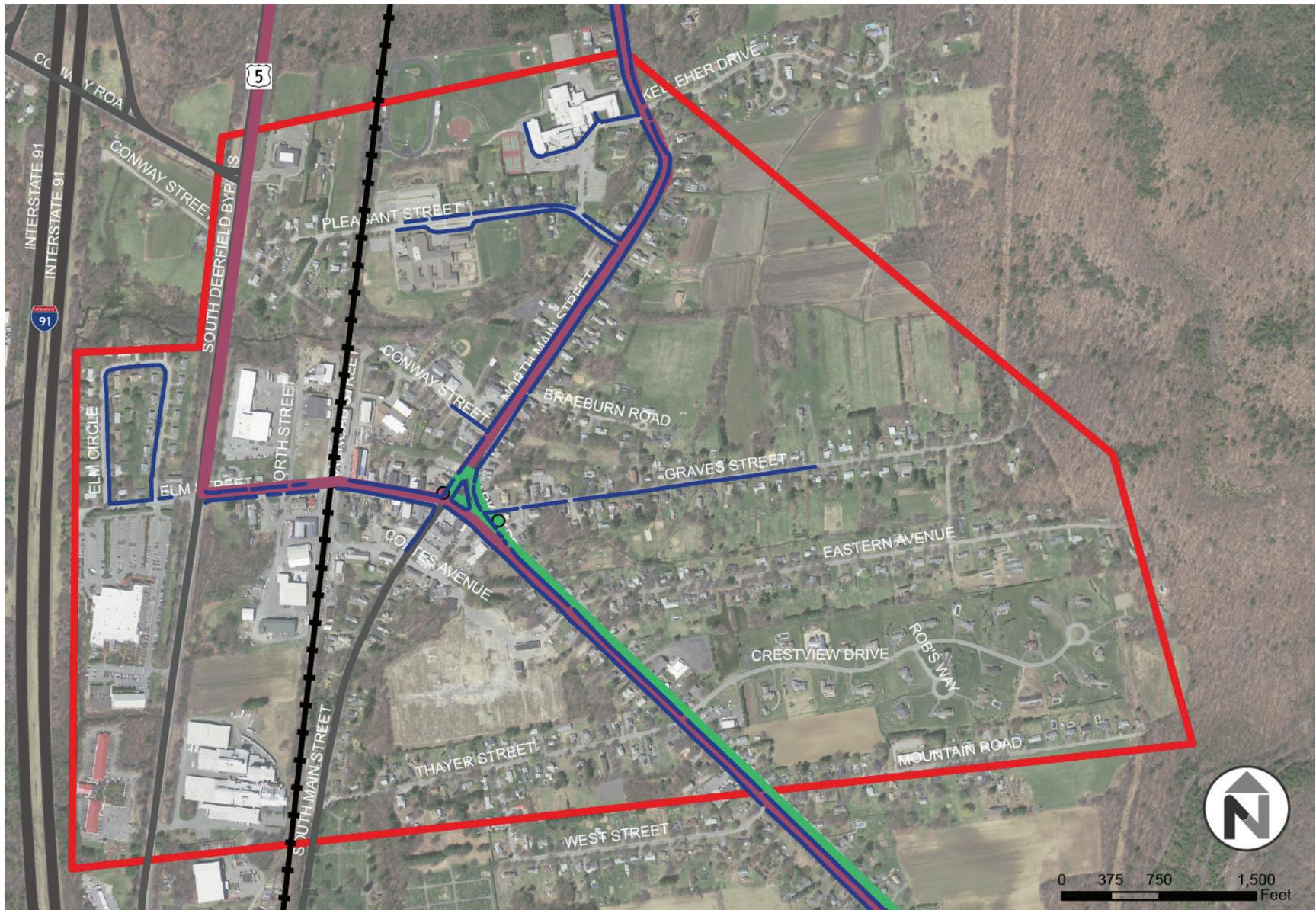
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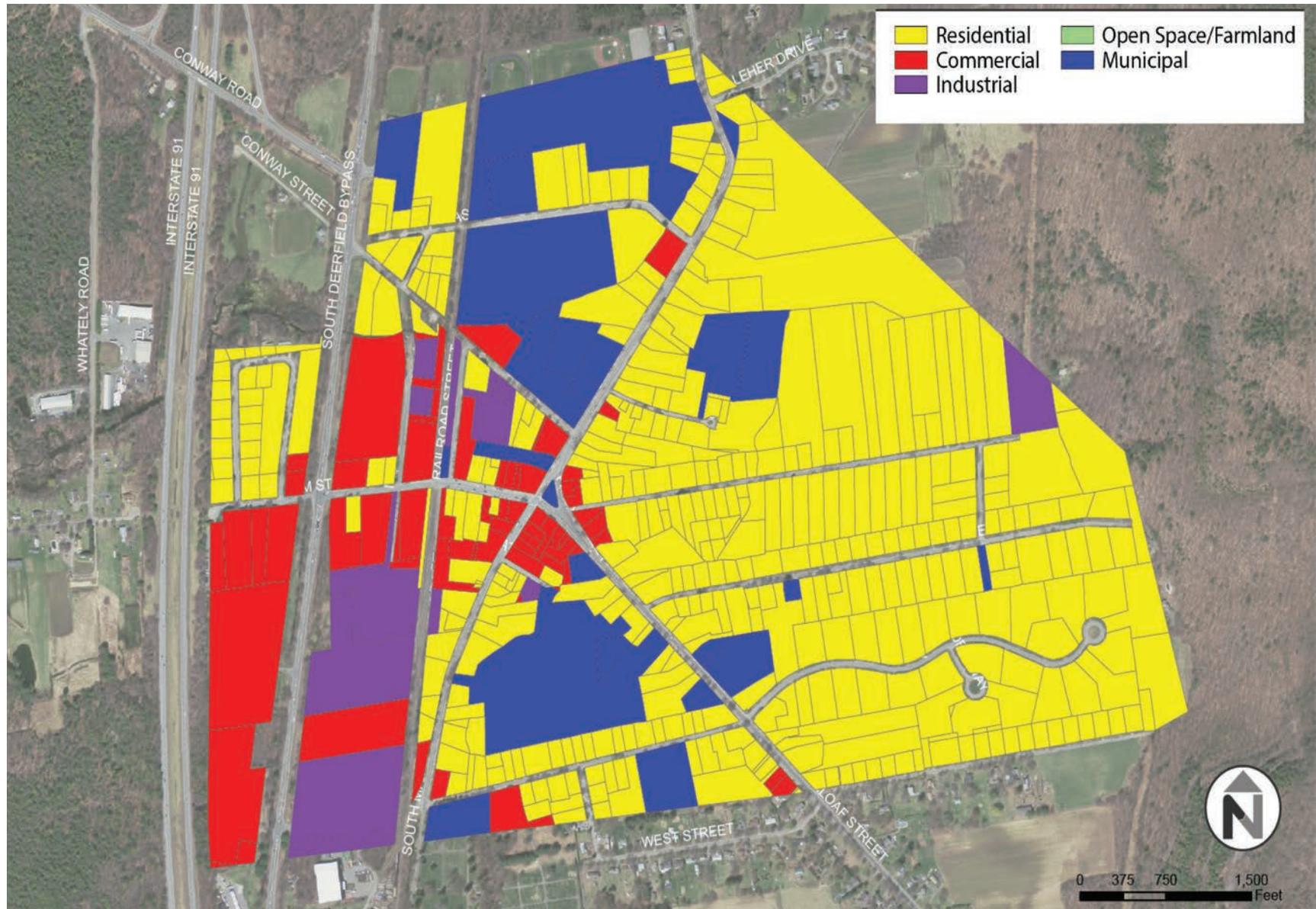
10:15 PM

Service runs throughout the day on the FRTA, beginning at 5:35 am and ending at 6:55 pm. The PVTA service runs from 7:20 am to 10:15 pm.

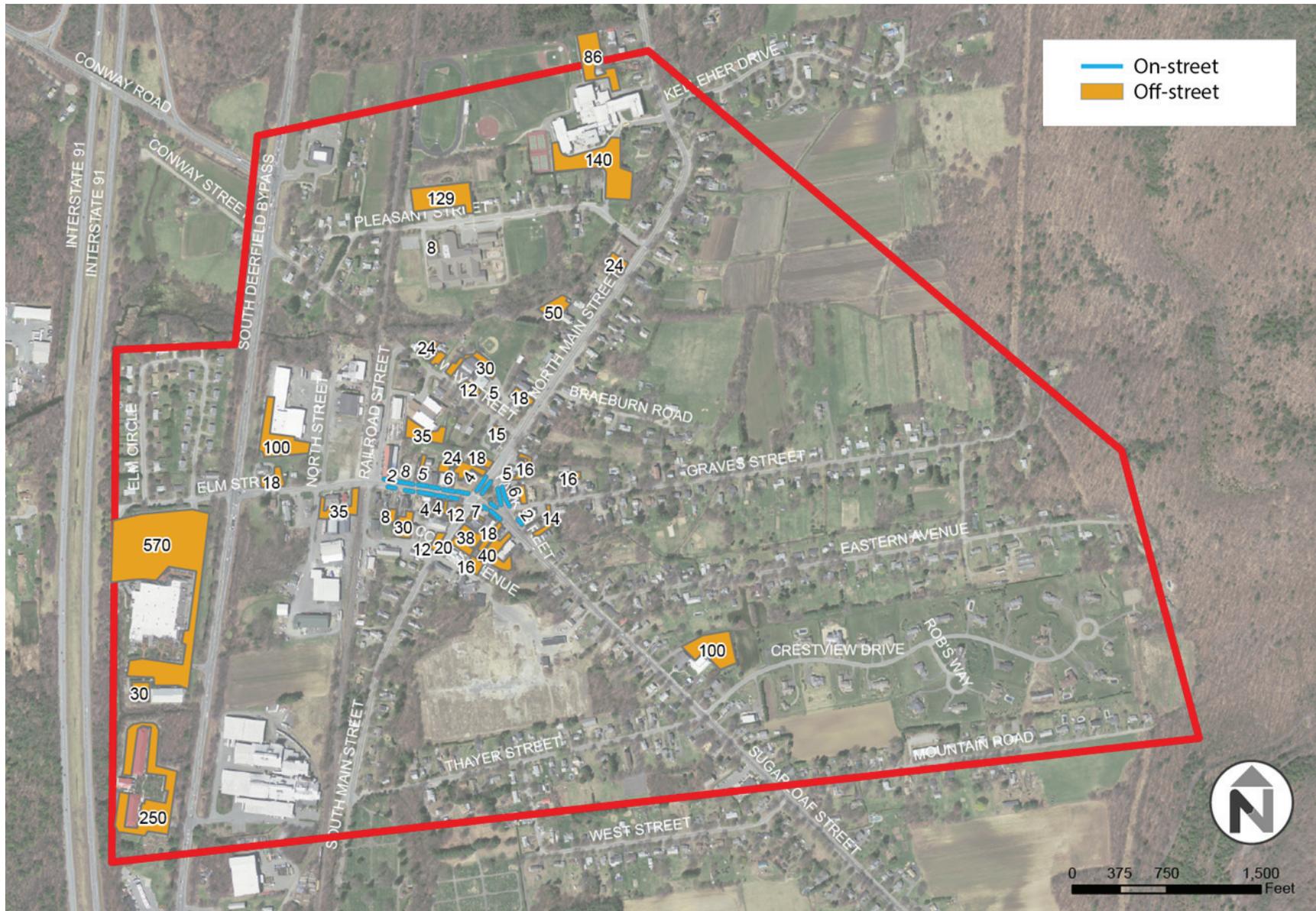


PVTA and FRTA bus routes provide transit service through the Village Center.

2. EXISTING CONDITIONS



This land use map helps to convey that South Deerfield is composed of variety of mixed land uses, which helps to contribute to its identity as a small scale and higher density center from the rest of South Deerfield.



Downtown Deerfield Parking Inventory

2. EXISTING CONDITIONS

FRCOG has begun to collaborate on the creation of a Tri-State Bikeway with the Massachusetts Department of Conservation and Recreation as well as neighboring states New Hampshire and Vermont. This is an excellent opportunity for Franklin County to increase tourism and related economies for bikers. Towns along these routes could capitalize on increased bike traffic by providing retail outlets, restaurants and hotels catering to bikers.

Although Deerfield is located well within the bounds of several Bikeway routes, none of those routes directly cross into town. However, the scale of the town and attractions like the new farm-to-table MRKT restaurant or simply a seat on the town green are perfect for cyclists and casual bikers alike.

Local Roads

Located less than a mile from New England's arterial I-91, residents and visitors to Deerfield have easy access to the region by car. I-91 provides connections north to Vermont, northeast to New Hampshire, and south to I-90 in Springfield, I-84 in Hartford, and eventually I-95.

For more local destinations, travelers can access Deerfield via Route 5/10, which parallels I-91 and travels north-south. Sunderland Road/116 provides east-west access south of the Downtown. Most of the roads through the area are low-volume, although several carry truck traffic in addition to cars.

Sidewalks

Downtown Deerfield has decent sidewalk coverage. Important downtown streets such as Elm and Sugarloaf do provide sidewalk facilities. Where no sidewalk exists, often two painted lines on the tarmac delineate the

separation between the vehicular and pedestrian environment.

However, key links in the network are missing. In particular, South Main and Elm Street do not have complete sidewalk coverage. Beyond the downtown, sidewalks are generally non-existent.

Parking

Parking availability in Downtown Deerfield is generally good. There are both on and off street facilities which provide access to the shops of Downtown for both employees and patrons traveling by car.

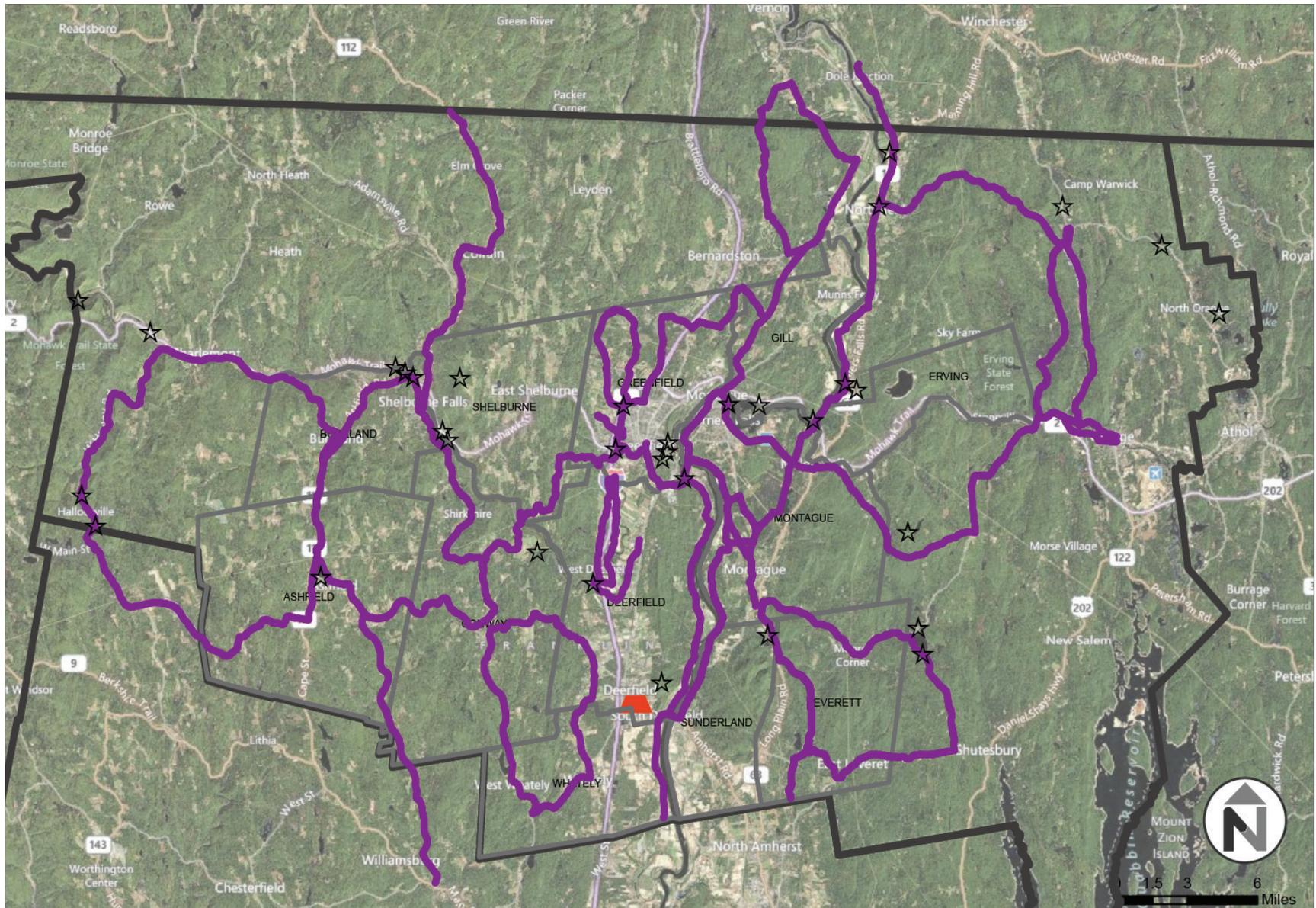
No wayfinding exists to direct visitors to park in the Elm Street lot.

Off-Road Connections

Residents of Deerfield currently use both the former Oxford Foods Site and the baseball fields south of Deerfield Elementary School for off-road walks. Additionally, an informal pedestrian connection exists between the shops on Elm Street and Conway Street and Deerfield Town Hall.



Existing bike rack in Downtown Deerfield on the Park Street Green.



Franklin County Bikeway Route and vehicle parking locations in the region.

2. EXISTING CONDITIONS

SURVEY

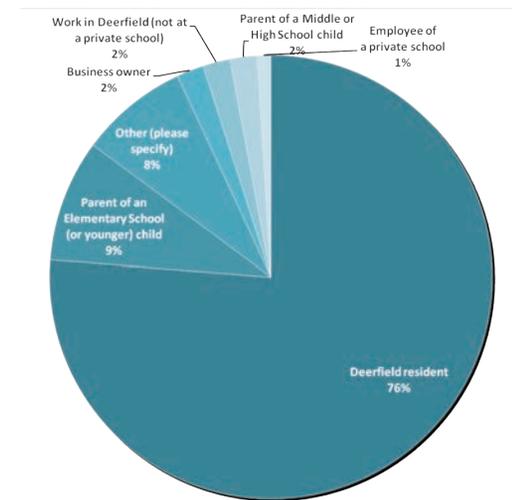
Documenting the physical environment is important, but does not tell the whole story. Users of the system provide invaluable insights as to how the system functions on the ground -- the walker who notes where sidewalks are in disrepair, or the employee who drives because he doesn't want to walk home late at night.

This section documents input from residents and users of Downtown Deerfield regarding their transportation experiences, activities, perceptions and preferences. To collect this data, the Town posted an electronic survey on its website, generating nearly 100 responses.

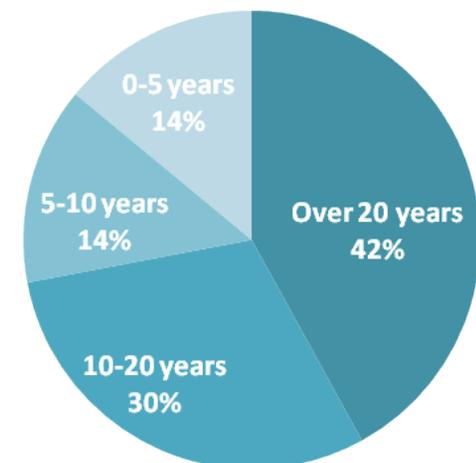
Key Findings:

- A majority of respondents were residents of Deerfield - almost three quarters have lived in the Town for 10 or more years.
- In ranking the importance of community assets in Deerfield, having safe and friendly sidewalks, streetscapes, and functional roads were qualities that were ranked as most important to survey respondents.
- A vast majority of respondents highlighted the poorly maintained sidewalks in the Downtown.
- Similarly when asking about opinions about public transit, a majority of respondents specified that they do not like public transit because this mode was not frequent enough and was not in close proximity to their homes. An even larger majority responded that they did not take public transit.
- A majority of those surveyed communicated that they did not like biking in South Deerfield because the lack of bicycle lanes, off street paths, and the difficulties of biking with the existing conditions, especially because they did not feel safe with the speeds at which cars were driving on the road.
- Responses from those surveyed also alluded that there are little to no issues with driving in Deerfield (37%), while a minority of respondents alluded to others issues with parking, safety, and traffic issues.

Respondent affiliation to South Deerfield



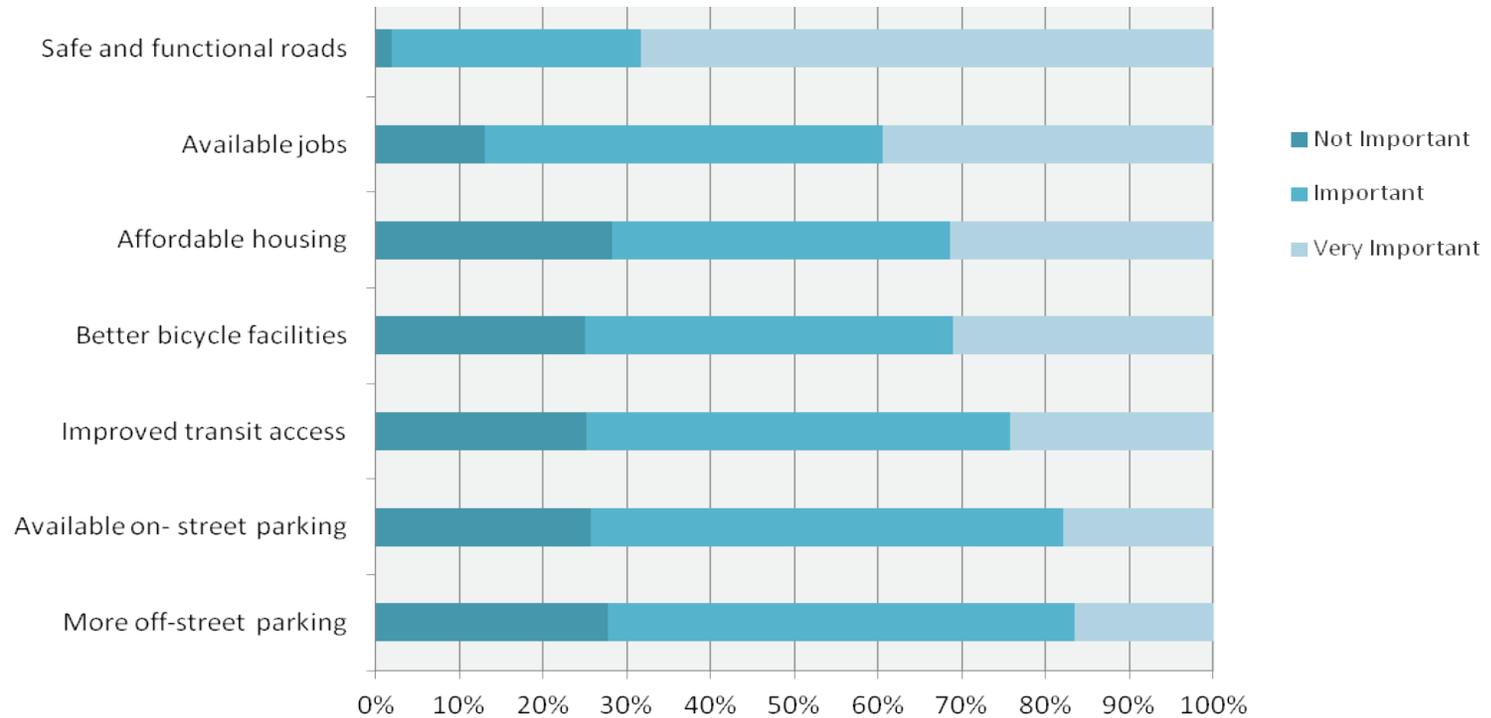
How long have you lived in town?



A majority of survey respondents were residents of Deerfield, and almost three-quarters had lived in town for over 10 years.



Downtown Characteristic Rankings:



Overall, respondents felt that “safe and functional roads” were very important, while elements such as affordable housing and off-street parking were not as highly ranked.

Beautiful Cafe Caring Close Knit Community

Deerfield Family Friendly Historic History Interesting

Little Location Practical Progressive Quiet Rural Safe Strong

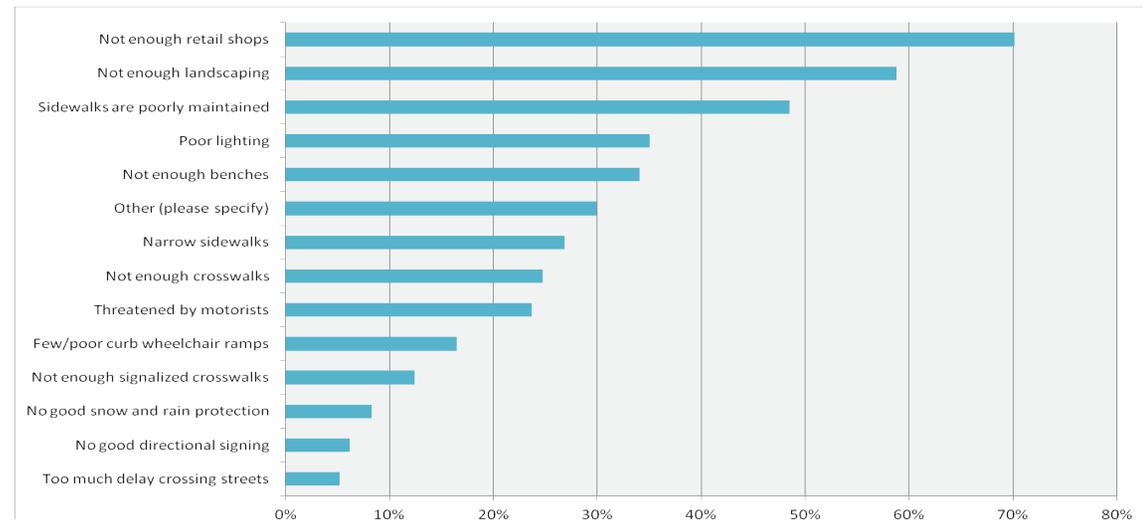
Words or phrases that respondents feel best describe South Deerfield.

2. EXISTING CONDITIONS

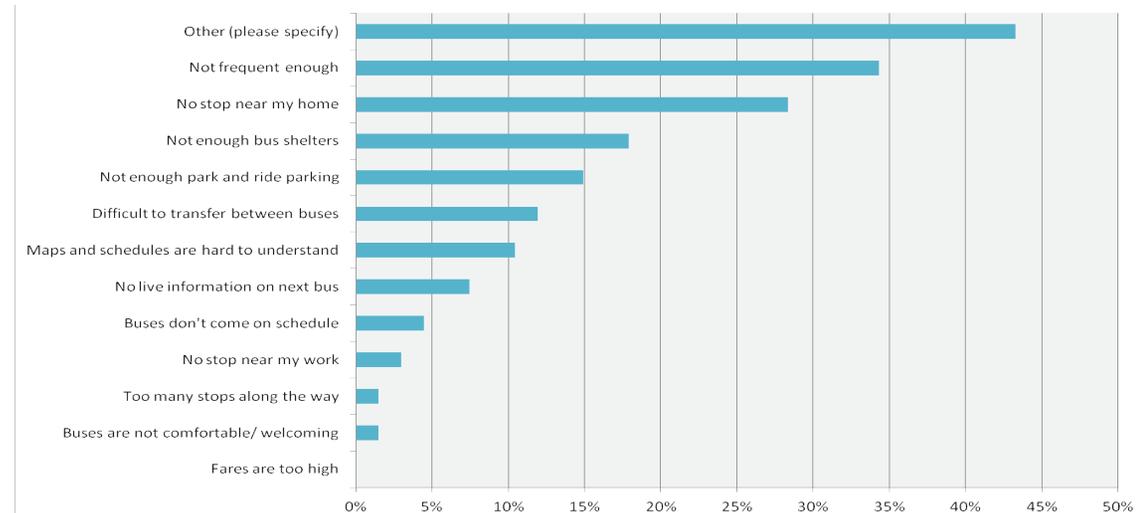


Survey respondents commented on the poor condition of South Deerfield's sidewalks.

What do you not like about walking in South Deerfield?



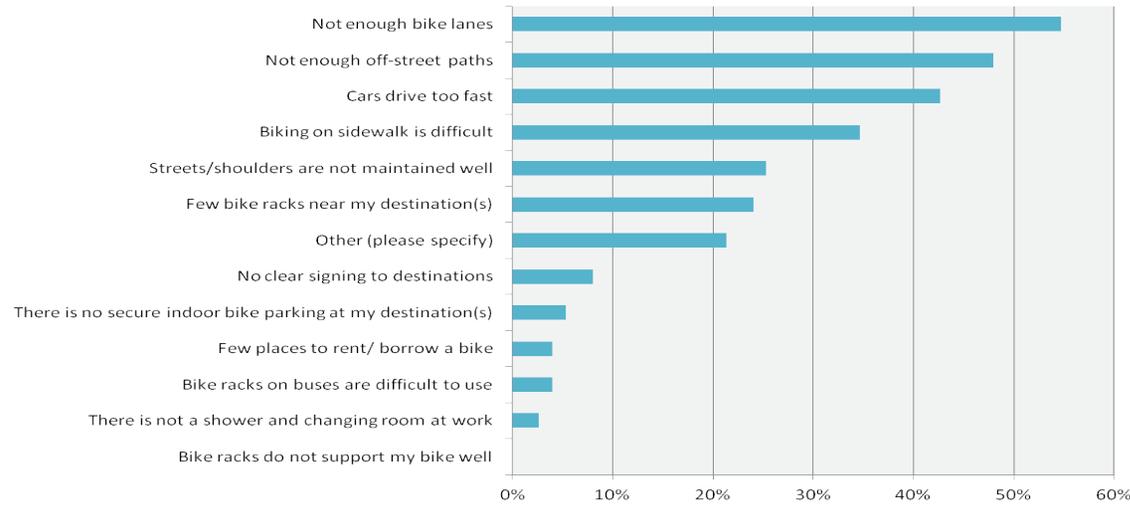
What do you not like about taking public transit in South Deerfield?



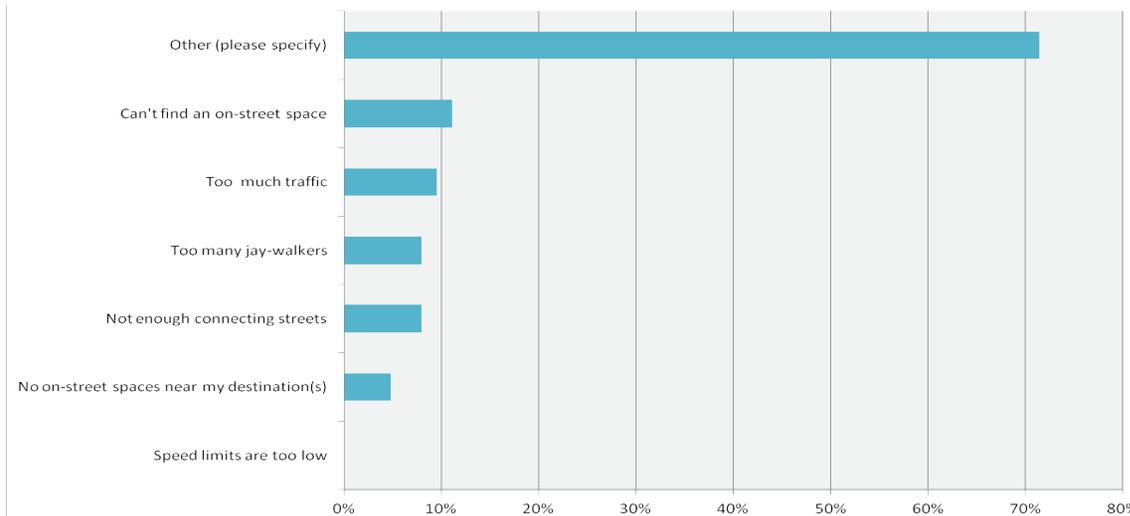
Respondents cited a lack of retail shops and poor sidewalk maintenance as detriments to walking in South Deerfield. When asked about taking transit, respondents indicated that they perceive service as inconvenient, either due to frequency or service area.



What do you not like about biking in South Deerfield?



What do you not like about driving in South Deerfield?



A lack of bike lanes was the largest detriment to biking in South Deerfield. In contrast, respondents did not highlight specific issues with driving in the Downtown.



South Deerfield's Village Center is serviced by the FRTA and PVTA bus routes.

2. EXISTING CONDITIONS

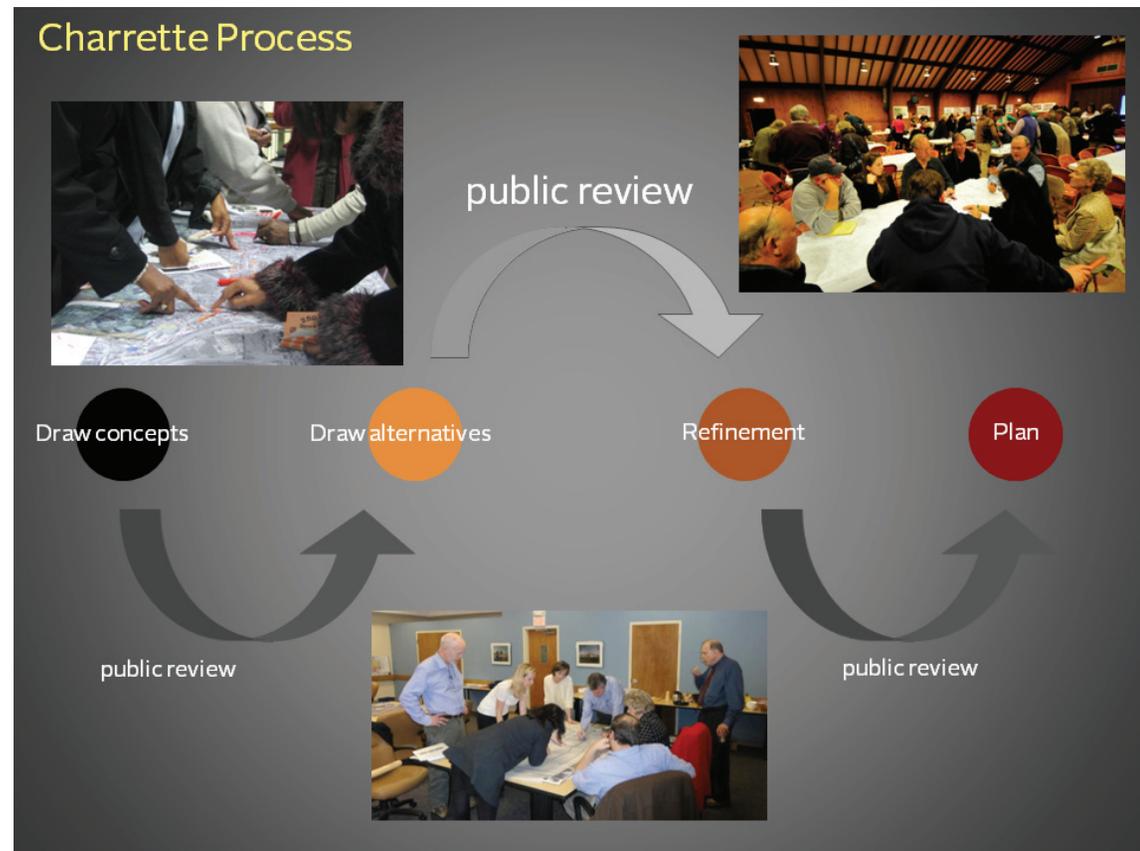
BUILDING MORE THAN A PLAN: THE COMMUNITY CHARRETTE PROCESS.

Public and stakeholder participation is based on the belief that people whose lives are affected by planning and investment decisions have a right to be involved in the decision-making process and influence choices that are made.

To engage stakeholders ranging from town residents to occasional visitors, the primary method of outreach was through a multi-day design charrette. A design charrette is an effective consensus-building strategy that includes a combination of techniques to encourage and sustain participation from as wide an audience as possible. As shown in the diagram to the right, the process is iterative and involves public review at each stage.

After preliminary analysis and presentations by Nelson\Nygaard, the charrette offered an exciting opportunity to engage the public and city officials and put pen-to-paper to master plan a better downtown environment for Deerfield. Much of the three-day process was open to the public, which allowed participants to “drop in” and give input not only on existing conditions but on potential designs as the charrette team worked.

To create a baseline of existing conditions, the charrette team facilitated discussion and input from a diverse array of participants. In addition to discussing ideas with the project team, participants used markers and large-scale maps to identify what they saw as assets and detriments to the built environment. These maps became the basis for preliminary designs and recommendations discussed at a final presentation at the conclusion of the three days. At that



The charrette process is iterative and involves public review at each stage.

time, the charrette team again gathered input and responses from attendees, which, coupled with earlier input and the team’s analysis of existing conditions, became the basis for this report. Overall, the charrette process helped to identify and prioritize opportunities to enhance the character and livability of Downtown Deerfield.



Deerfield Town Officials and residents identified and discussed key issues and opportunities in different sections in the Village Center study areas.



Participants were encouraged to write down their thoughts using different colored markers to represent what they liked and what they would change in the community.

2. EXISTING CONDITIONS

CHARRETTE RESULTS

Charrette participants identified several characteristics of the built environment that were of high importance. In general, those fell into five categories:

- Traffic Safety
- Pedestrian Safety
- Bicycle Safety
- Economic Development
- Open Space/Recreation
- Aesthetic Improvements

While participants differed in how they viewed various aspects of Downtown, all were enthusiastic about improving Downtown Deerfield to reflect an identity based around the values identified earlier - friendly, quiet, quaint, close-knit, etc.

Traffic Safety

Multiple participants pointed out Park Street as an area to improve. Currently, cars travel quickly from Sugarloaf to North Main, making the street dangerous to cross and a barrier to town green access.

The charrette also brought up the issue of truck traffic. Participants pointed out possible routes that would allow trucks to bypass the town center.

Finally, traffic safety for multiple modes is an issue that participants cite in Downtown. Residents with children at the school in the northern part of the study area worried about walking near fast-moving cars, while others were concerned about vehicular speed in the town center.

Pedestrian Safety

Several participants identified as walkers -- both for exercise and transportation. The rural and quaint character of the town lends itself to strolls -- although the lack of amenities is an issue.

However, the incomplete sidewalk network and uneven walking conditions were issues for several participants. In addition, high traffic speeds and lack of buffers between traffic and walkways were identified as deterrents to walking. Participants highlighted several areas in the downtown that could either accommodate pedestrian improvements or that felt unsafe -- or both.

Bicycle Safety

The study team observed several bikers in Deerfield, and many charrette participants said that they liked to bike in and around town. However, many also cited the lack of bicycle infrastructure in town as a deterrent.

Economic Development

There are many amenities that charrette participants would like to see in Downtown Deerfield, from a grocery outlet to simply "more retail opportunities." Overall, the group wanted to see a more active, vibrant downtown with opportunities to shop, eat, and see friends.

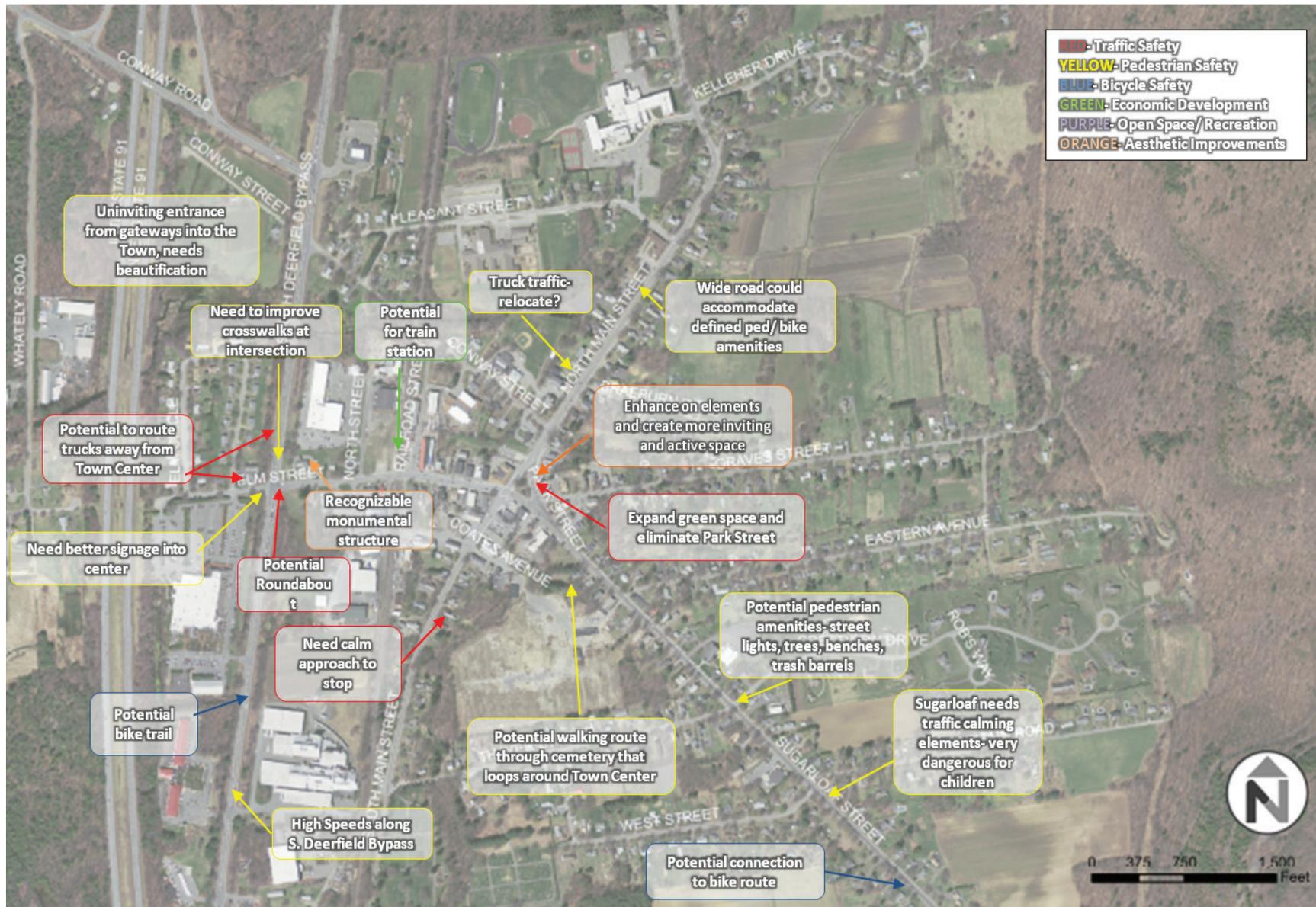
Open Space/Recreation

As mentioned earlier, several participants walk loops through Downtown Deerfield, including through the baseball fields to the north and the Oxford Site to the south. Many mentioned wanting a place to walk their dogs or a playground for their kids. Overall, the group identified a need for more recreational space.

Aesthetic Improvements

Participants had many ideas for aesthetic improvements in Downtown Deerfield, ranging from planters along the street to gateways into town. Many also cited the traffic calming effects that such treatments could have on the vehicular environment.

Overall, the charrette group saw several good qualities in Downtown Deerfield that they wished to maintain, as well as improvements to bring out the town's inviting and quaint character.



Throughout the three-day charrette, the Deerfield community was encouraged to mark up areas in South Deerfield that they felt posed as issues and places that held opportunity.

2. EXISTING CONDITIONS

DOWNTOWN DEERFIELD

Of particular interest for this project is South Deerfield's downtown core, which is currently called South Deerfield Village center both on maps and by residents and visitors. As Deerfield's only center for services ranging from gas to restaurants, the core has the most potential to create a lasting identity for the Town as a whole.

The downtown is defined by the boundaries of Route 5 to the west to Sugarloaf and Graves Street to the east, and north at Conway Street to Coates Street to the south. It is situated at the cross roads of major roadway and transit networks in South Deerfield and supported by small scale mixed businesses and restaurants.

South Deerfield Village Center still holds onto much of its historic streetscape design and historic buildings, which in turn has helped to create a quaint and small-scale appeal for residents and visitors alike.

Creating an active and attractive downtown has been difficult as the Village Center has grown older. However looking back at the downtown's past reveals that the lively and bustling center once existed on a similar street grid.

Opportunities for Downtown Deerfield

Reactivating the streetscape to create balanced spaces for pedestrians, bicyclists, transit users, and motorists alike creates a more active and "complete" street for commerce, recreation, and community engagement to occur. Identifying opportunities to create a safer and more balanced street network through painting crosswalks and bike lanes in the downtown can help visitors and residents get from point A to point B effortlessly and by way of all modes of transport.



South Deerfield's downtown core. This area of the Town has the most potential to create a lasting identity for South Deerfield.

Charrette participants provided a plethora of comments and ideas for the Downtown. Residents and visitors alike were excited at the prospect of a reimagined Downtown, and it was easy for participants to see the potential for improvement in both the short and long term. For example, participants highlighted connections to the network of regional bike routes as well as areas that could potentially become parks.

From these types of observations, the charrette team not only gained great ideas but also inspiration for solutions unique to the needs of

Downtown Deerfield and its stakeholders. These ideas provided a springboard and a foundation for the charrette team to create a Complete Streets and Livability plan tailored to Deerfield. All elements of the plan tie back to the insights gleaned during the charrette and existing conditions review.



Elm St



3. RECOMMENDATIONS: LIVABILITY PLAN

The Regional Plan for Sustainable Development (RPSD) is a long-range integrated plan for Franklin County that will support sustainable development through increased livability and economic vitality. The plan includes a set of goals for the region that fall into the following categories:

- Housing
- Transportation
- Cultural Resources
- Economic Development
- Land Use
- Energy

The Town of Deerfield identified several of the categories and specific goals on which they wanted to focus, listed in the left two columns of the table to the right. The right-hand column demonstrates elements of the Livability Plan which address Franklin County’s livability goals.

The following pages provide a framework for Deerfield’s Complete Streets improvements within the broader goals of the Regional Plan for Sustainable Development. The Downtown Deerfield Complete Streets Conceptual Plan components serve to reinforce the County’s sustainability goals in concert with the principles developed by local stakeholders during the charrette.

Category	Franklin County Goal	Livability Plan
Housing	Locate housing near employment and town centers	Promote a mixed-use downtown that encourages walkability
Transportation	Increase availability and use of public transit	Addresses first/last mile barrier to transit by connecting pedestrian, bicycle and road networks
	Increase bicycle/pedestrian facilities and promote walking and bicycling	Connects and improves streets for all modes
Cultural Resources	Foster the growth of arts and culture	Establish Downtown Deerfield as a destination
Economic Development	Redevelop vacant or underutilized industrial and commercial buildings or sites	Ties the Oxford Foods redevelopment site strongly to Downtown, promoting its redevelopment as a part of the town center
Land Use	Prioritize redevelopment of vacant or underutilized structures and properties	
	Locate new businesses in town centers or near transit services	
	Coordinate new development with existing transportation, water and sewer infrastructure	Uses low impact development (LID) techniques in street designs to mitigate the impacts of stormwater
Energy	Reduce the use of fossil fuels	Promote bicycling and walking through improved facilities

RPSD HOUSING GOAL: LOCATE HOUSING NEAR EMPLOYMENT AND TOWN CENTERS

Housing located near employment and town centers is an important principle in the pursuit of a vibrant and active downtown. Housing, businesses, restaurants, and retail outlets located close together ensures activity on the street throughout the day. This in turn makes the street and downtown safer and more appealing.

There is a growing demand for housing in walkable centers throughout the United States. As it becomes a place where walking is not only a viable but desirable method of transportation, Deerfield will draw people who want to become residents of the downtown.

As the Regional Plan for Sustainable Development (RPSD) indicates, providing opportunities for housing in both affordable and market-rate housing is an important facet of a growing county, and in particular, downtowns. Affordable, accessible rental housing for low and moderate older adults provide a place for older adults to “age in place”.

The RPSD emphasizes the housing needs of specific populations, including:

- **Low Income Households.** With very long waiting lists for subsidized housing, plus difficulty affording market rate housing in Franklin County, the RPSD encourages communities to build and offer low income housing. The plan emphasizes that affordable units should be located in areas with access to public transit; near jobs, services, and education; and be energy efficient.
- **Elders.** The County’s aging population is dramatically increasing, and the current housing stock is not prepared for this increase and change in housing needs. Constraints such as fixed income budgets and not being able

to drive long distances make it even more important to locate senior housing near public transit and basic services.

- **Disabled.** Very little of the County’s housing stock is accessible for people with physical disabilities.
- **Homeless.** The RPSD report points out that the homeless population in the county is on the rise. The homeless population in Franklin County is not only in need of housing, but usually of supportive services to promote stability and independence.

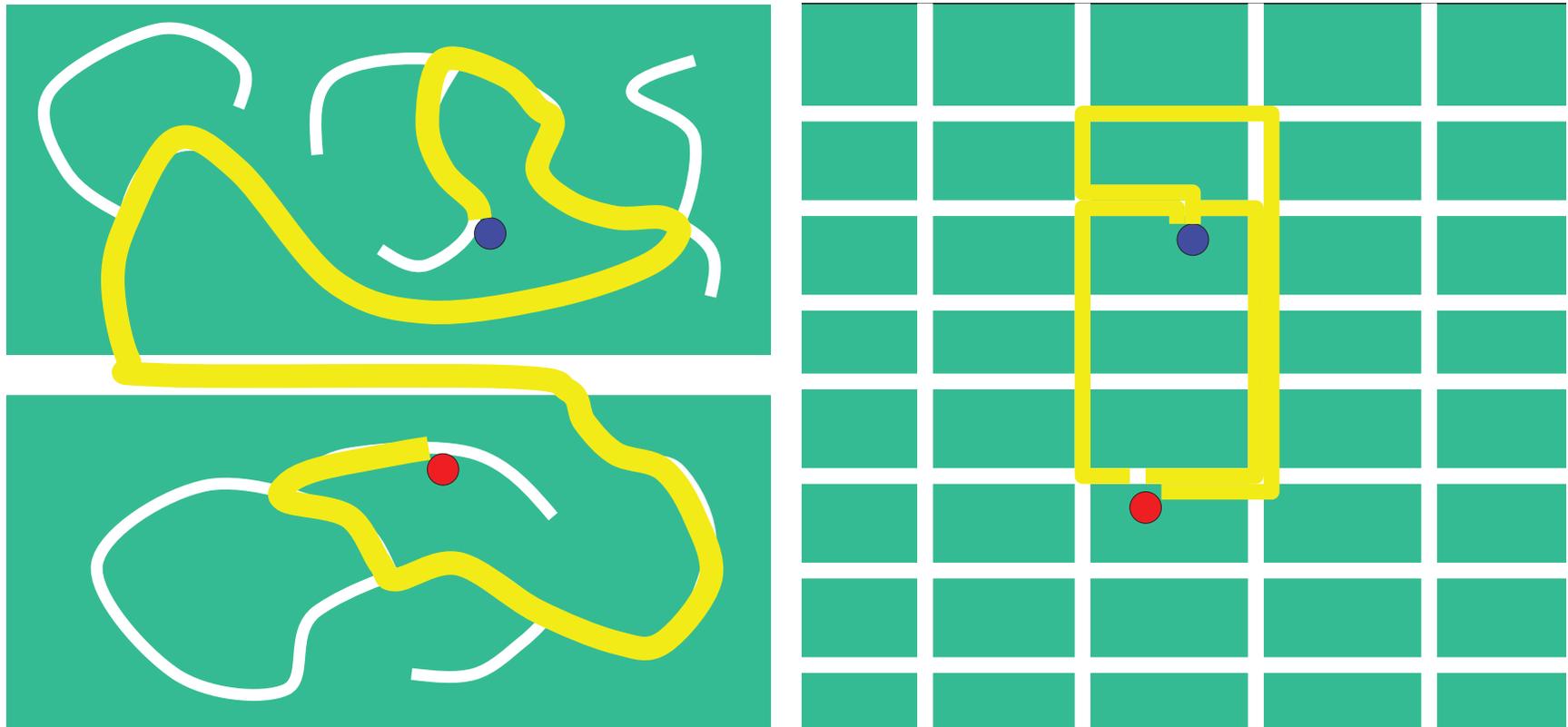
The Town of Deerfield’s Livability Plan works towards providing supportive infrastructure for people of all ages and abilities. When housing is located near public transit, jobs, and services, people should be able to safely and comfortably walk to and from various destinations.

This plan promotes walkable environments where all people are connected with a continuous walkway network comprised of sidewalks, paths, and multi-use trails with frequent and safe street crossing opportunities. Pedestrians should not have to travel out of their way to reach destinations. When completing this walkable network, guiding criteria should be used:

- **Clarity:** Crosswalks should make it obvious to motorists that pedestrians can be expected to cross, and pedestrians should be guided to the designated crosswalk.
- **Predictability:** Crosswalk placement should be predictable, and should increase in proximity to key destinations where more pedestrians can be expected to cross. Every effort should be made to provide safe crossings in locations lacking facilities yet demonstrating a clear high pedestrian demand.

- **Visibility:** Crosswalks should be clearly marked, signed, and illuminated so that motorists and pedestrians are visible to each other.
- **Permanence:** Crosswalks should be well-maintained permanent elements of the transportation network. Thermoplastics, inlay tape or regular painting should be standard, with changes in paving materials where appropriate, given area conditions.
- **Limited Exposure:** There should be limited conflicts with traffic, and crossing distances should be reasonably short or made shorter through the incorporation of curb extensions and/or pedestrian refuges.
- **Clear Crossing:** The crosswalk should be free of all obstacles and hazards and should be accessible to all users. Snow clearance, especially at curb ramps, is essential to wintertime pedestrian activity.
- **Width:** The needs of all users should be accounted for when designing sidewalks. This means ensuring that all Americans with Disabilities Act (ADA) requirements are met and that the needs of individuals with mobility limitations are given proper consideration. This is particularly critical in slope changes and sidewalk widths.
- **Sidewalk Clearance Program:** A town-wide sidewalk clearance program is a snow removal policy, which would prioritize blocks for immediate snow removal, identify areas where snow should and should not be plowed, and have guidance on hazards for snow piling in particular areas.

As the Town of Deerfield progresses towards locating more housing in and near its downtown, special attention to the pedestrian network is critical.



It is one thing to locate housing “near” downtowns, but how easily can you get from here to there? Careful consideration of the street network connectivity, and if residents are able to walk to and from town safely and easily, are important factors when expanding the housing supply.

4. RECOMMENDATIONS: LIVABILITY PLAN

RPSD TRANSPORTATION GOAL: INCREASE AVAILABILITY AND USE OF PUBLIC TRANSIT

In drafting the FCSP, the County found that there is a region-wide demand for access to transit services. Both environmental and economic reasons drive this demand, and in fact between 2007 and 2009 the Franklin County Regional Transit Authority (FRTA) experienced a 19 percent increase in ridership.¹

Transit in Downtown Deerfield

Both the FRTA and the Pioneer Valley Transit Authority provide service to Downtown Deerfield, as shown in the map to the right.

Service runs throughout the day on the FRTA, beginning at 5:35 am and ending at 6:55 pm. On Route 31, passengers can access destinations as far south as Northampton and Greenfield in the north. Thus the route is an important regional connection between important urban centers in Franklin County.

At the John W. Olver Transit Center in Greenfield, passengers can transfer to all FRTA routes, listed below:

- Route 21 - Greenfield Community
- Route 22 - Montague-Greenfield
- Route 23 - Amherst-Greenfield
- Route 32 - Athol-Greenfield
- Route 41 - Charlemont-Greenfield

FRTA will also provide important future connections to Amtrak service. Amtrak is currently planning to reroute its Vermonter route through the area to restore the “Massachusetts Knowledge Corridor” through Greenfield, Northampton, and

1. DRAFT Franklin County Regional Plan for Sustainable Development, p. 5

Holyoke to Springfield. At the time of this report, Amtrak has completed the feasibility study and submitted the required Environmental Assessment to the Federal Railroad Administration.

The PVTA service runs from 7:20 am to 10:15 pm on weekdays, and on reduced schedules Saturdays and Sundays. The PVTA schedule lists two trips per day as timed to connect with FRTA transfers. The route runs south to UMass Amherst and connects to Routes 45 and 32 which diverge after Amherst to serve Hampshire College and Belchertown. Again, this route is an important regional connection, although service is not very frequent.

First/Last Mile Barrier

The Complete Streets and Livability plan will address the often problematic “first/last mile” barrier. The first/last mile barrier refers to those who could potentially take transit but whose starting point or final destination cannot be conveniently accessed from the nearest transit stop/station due to distance, terrain (hills, street patterns), or real or perceived safety issues (traffic, crime).

In Downtown Deerfield, issues such as sidewalk network continuity and lack of bike lanes prevent access to transit services. The Complete Streets and Livability Plan provides several tools to improve the connectivity and accessibility on the Town’s streets for all users.

Other suggested improvements such as benches and improved passenger waiting areas can increase the appeal and accessibility of transit in Downtown Deerfield.

FRTA ROUTE 31:

5:35 AM

6:30 AM

7:15 AM

8:25 AM

9:35 AM

10:55 AM

12:50 PM

2:15 PM

3:35 PM

4:55 PM

5:35 PM

6:55 PM

PVTA ROUTE 46:

7:20 AM

8:05 AM

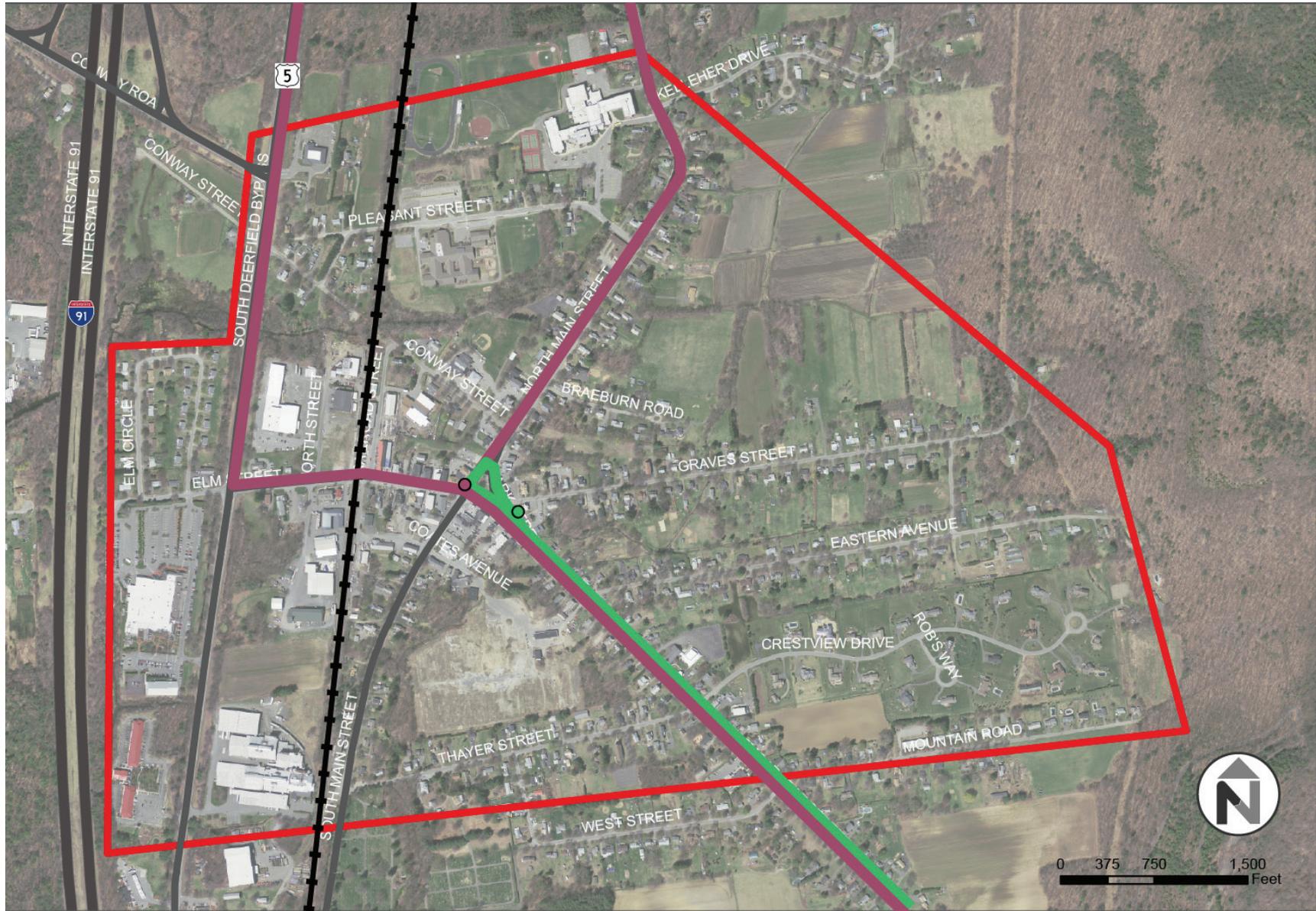
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10:15 PM

Service runs throughout the day on the FRTA, beginning at 5:35 am and ending at 6:55 pm. The PVTA service runs from 7:20 am to 10:15 pm.



Two different transit authorities serve Downtown Deerfield: the Pioneer Valley Transit Authority (PVTA) and the Franklin County Regional Transit Authority (FRTA). Both stop in the town center. However, current street conditions may serve as barriers to ridership.

4. RECOMMENDATIONS: LIVABILITY PLAN

RPSD TRANSPORTATION GOAL: INCREASE BICYCLE/ PEDESTRIAN FACILITIES AND PROMOTE WALKING AND BICYCLING

The Franklin County Sustainability Plan encourages Franklin County communities to promote walking and biking as sustainable alternatives to the automobile. This includes addressing safety concerns as well as promoting bicycle tourism as an economic development tool for the region.

Accessibility

The most common connectivity elements for travelers are our streets. Streets are the front porches of our communities and the most common open space. It is essential that streets are safe and accommodating for bicyclists and pedestrians if we intend to encourage non-motorized travel. A highly connected street network, extensive sidewalks and walking paths, and a robust bike network integrated with that of Franklin County will promote Downtown Deerfield's accessibility without a car.

Walking and Biking in Deerfield

Throughout the course of the charrette, stakeholders and members of the public highlighted the need for walking and biking facilities. Currently, residents and visitors find places to walk and to bike, but facilities can be disconnected or in disrepair.

The Conceptual and Immediate Action plans contained in this report contain a package of improvements to address walking and biking needs in Downtown Deerfield, including a more connected street network, designated bike routes, and new sidewalk connections. In addition to the specific walking principles described above, the following bicycle principles are included in the

plan:

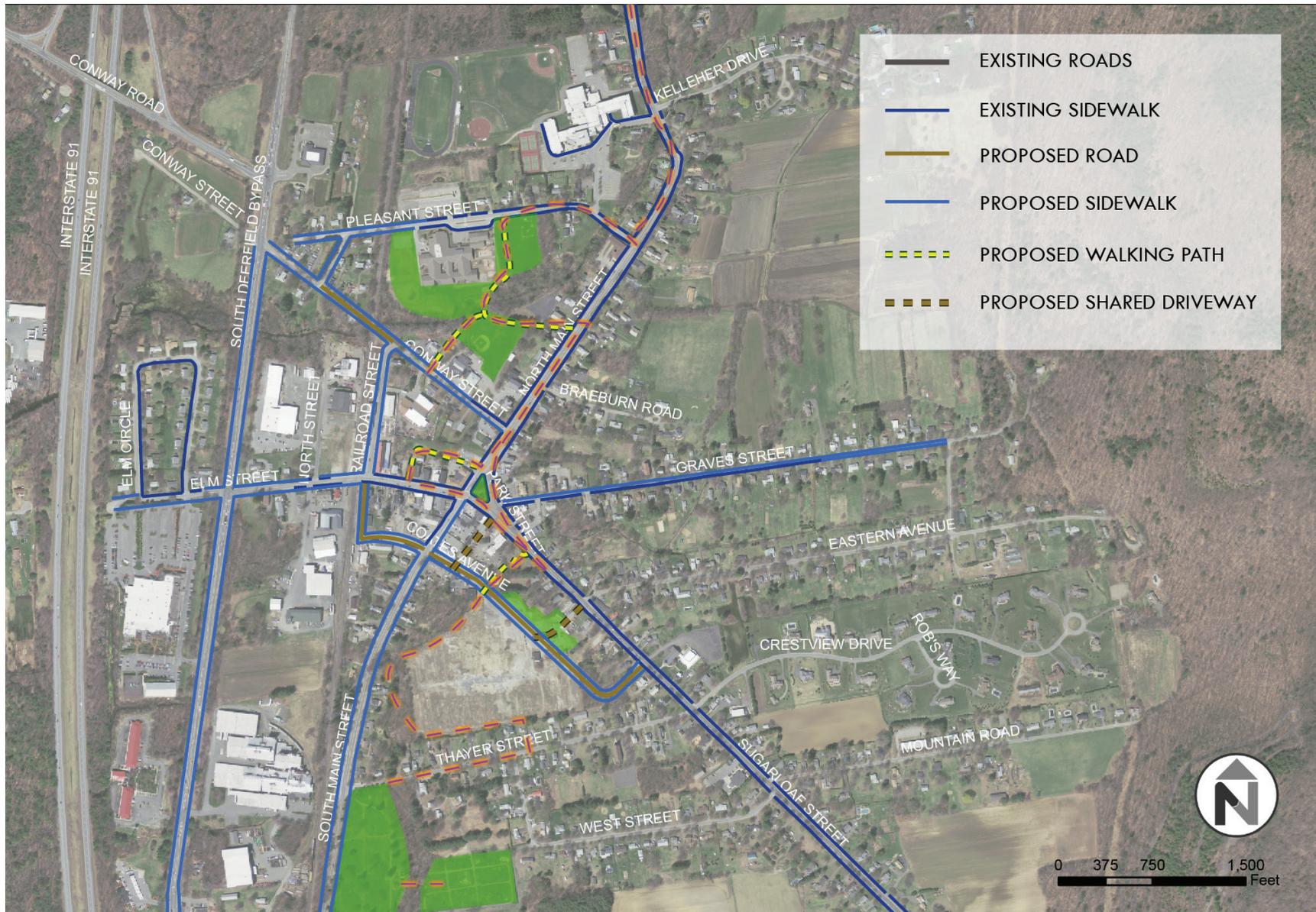
- **Connected Bicycle Network:** An expansive bicycle network, in addition to supporting an effective open space network, is beneficial in providing safe, healthy, and sustainable travel options for travel throughout the entire community. Connections should be developed and improved between important community destinations such as schools, parks, civic and institutional facilities, residential neighborhoods, and commercial services.
- **Designated Bicycle Facilities:** Adding bicycle lanes gives bicyclists a dedicated area to ride, as well as makes motorists more aware that there may be bicyclists present. Another bike treatment is the sharrow, or "shared arrow," which indicates to bicyclists where to ride on the street, and also reminds drivers to share the road.
- **Bicycle Parking:** Frequent bicycle racks along the street corridor are another necessity for promoting healthy community living and easily enabling alternative modes of transportation. Functionally, the most important characteristic of any rack is its ability to provide two points of contact for a bicycle, limiting tipping and offering better support for a bicycle frame.



Charrette participants highlighted bike facility needs in Downtown Deerfield. Above, participants wrote in red, "Connection to bike route would be good" and in green, "Dedicated bicycle lanes" on a map along Sugarloaf Street



Pittsfield, MA recently established a Downtown Walking Loop with signs such as the one above to guide exercise seekers.



A conceptual plan for downtown, showing a more connected street network and a complete sidewalk network, as well as shared driveways and walking paths. highly connected street network, extensive sidewalks and walking paths, and a robust bike network integrated with that of Franklin County will promote Downtown Deerfield’s accessibility without a car.

4. RECOMMENDATIONS: LIVABILITY PLAN

RPSD ECONOMIC DEVELOPMENT GOAL: REDEVELOP VACANT OR UNDERUTILIZED INDUSTRIAL AND COMMERCIAL BUILDINGS OR SITES

The Regional Plan for Sustainable Development supports the redevelopment and reuse of historic structures, particularly those located in village centers. The most pressing need for this in Downtown Deerfield is the redevelopment of the Oxford Foods site, for which several plans exist. In 2009, Vanasse Hangen Brustlin completed a study of the site that provided several alternatives for development.

The pickle plant that once stood on the Oxford Foods site has been demolished. The Department of Public works uses some of the site for maintenance activities. The Town of Deerfield purchased the site in 2008, and has been actively pursuing its redevelopment.

Linkages

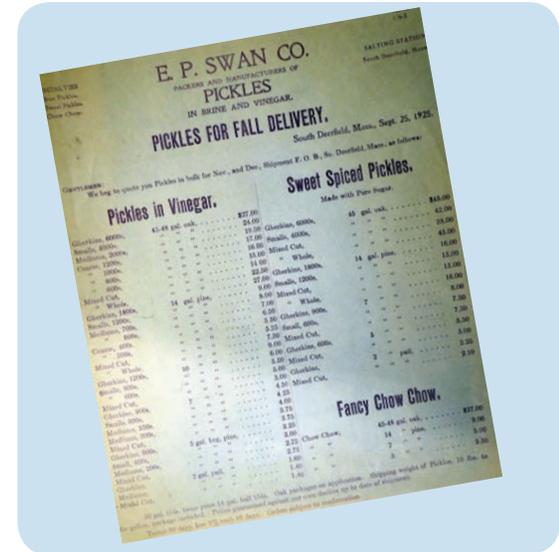
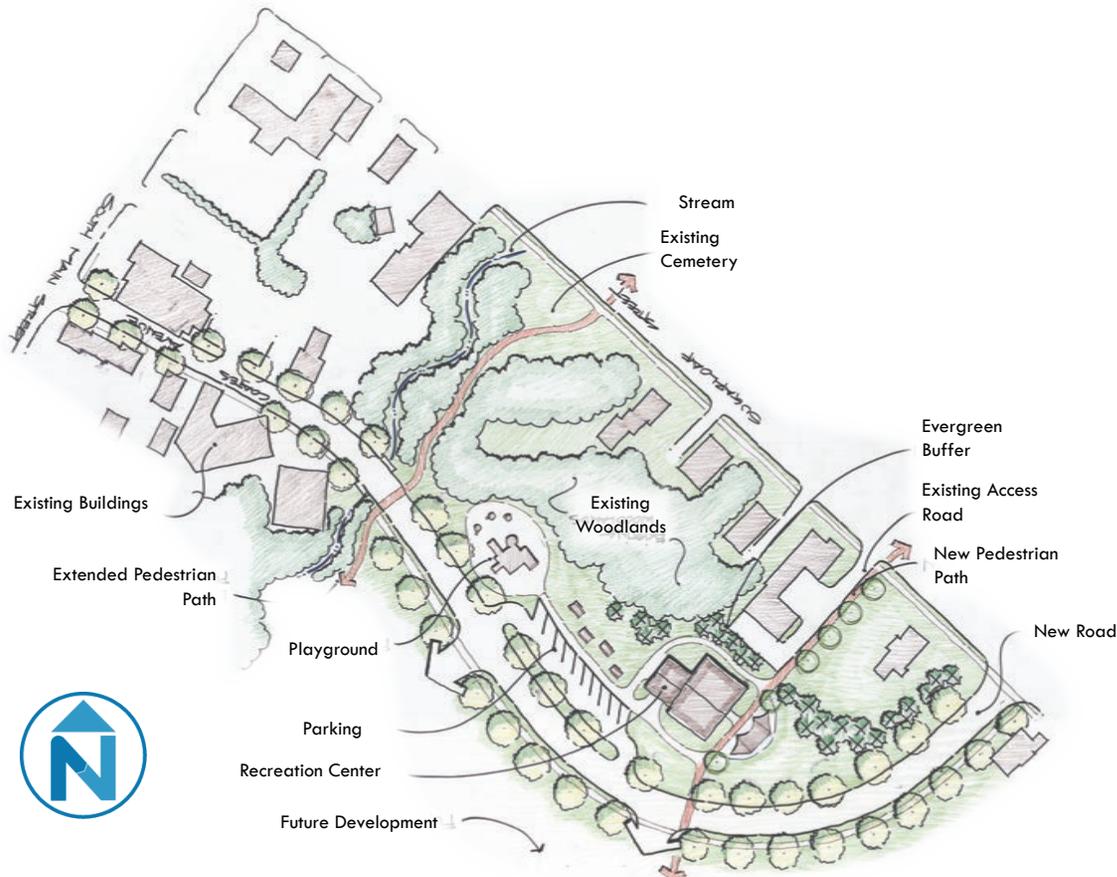
The Complete Streets and Livability Plan does not seek to provide yet another option for the Oxford site. Instead, it highlights the importance of seamlessly connecting the site to the village center. Without this linkage, the site runs the risk of separating from Downtown Deerfield. Linking the two ensures that they develop in concert as two parts of a whole.

As shown in the diagram to the right, reconnecting Coates Avenue will create an additional and important connection through the study area. As mentioned earlier, a frequently interconnected street system, such as a grid with short blocks, provides multiple routes that are ultimately more direct and provide more frequent and safe crossings at intersections.

Several charrette participants already walk through the former Oxford Site simply to

exercise and get outside. Thus, the Livability Plan provides two pedestrian walkways -- or eventually shared driveways -- to access the site. The graveyards south of the Oxford Foods site are important open space that should be connected to the center of town. More importantly, however, these walking connections will tie the site closely to the downtown.

Finally, a playground or similar public recreational structure would serve to draw visitors to the site who may not use the amenities provided there. Overall, the renovation of the site is a wonderful opportunity in Downtown Deerfield, but should be considered a part of the Downtown as a whole rather than a unique project.



A menu from the old pickle factory that once stood on the Oxford Foods site.



Oxford site connections in Downtown Deerfield.

The Complete Streets and Livability Plan does not seek to provide yet another option for the Oxford site. Instead, it highlights the importance of seamlessly connecting the site to the village center.

RPSD CULTURAL GOAL: FOSTER THE GROWTH OF ARTS AND CULTURE

The Regional Plan for Sustainable Development encourages Franklin County communities to foster the growth of arts and culture. The Complete Streets and Livability plan includes elements such as gateway treatments that establish Downtown Deerfield as a place that celebrates and highlights its unique identity.

Gateways

Gateways work in several ways for the betterment of a community. Most simply, they establish the identity of a community; they introduce visitors to a place, and offer residents a sense of collective, positive pride. Gateways can also add interest to the approach of a main street, and may invite travelers to explore its shops and spaces further.

A gateway to a community can be communicated in many forms. Beyond welcome and identification signage, public art or monuments are commonly used to draw attention to gateways. Special landscaping, such as a tree-lined street, also calls attention to a change in context. Gateways are especially effective when they are articulated by changes in the structure of the road. Medians and roundabouts are two great examples, and they work well with other gateway features, as they enable signage, monuments, and landscaping elements to be placed in the center of the thoroughfare.

Placemaking

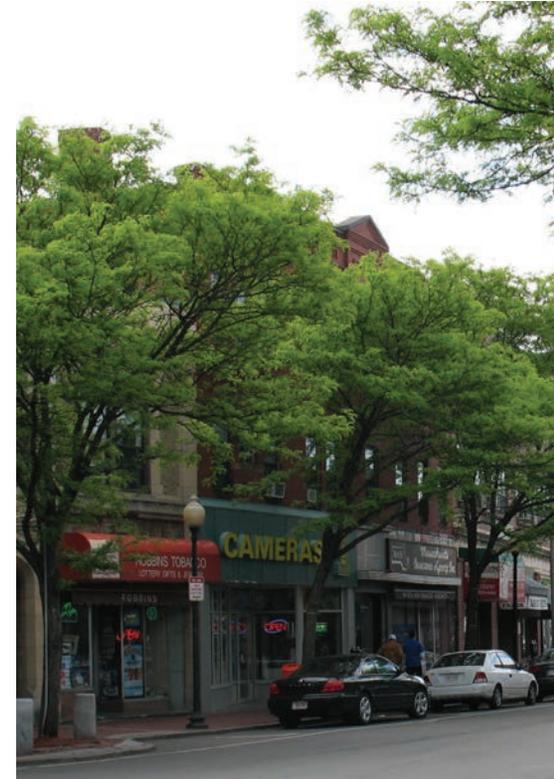
Well-designed public space can provide active gathering places for the community and help to stimulate economic activity. Good public space and planning can help to provide opportunities

for entrepreneurs, access to public services, new social services and institutions in a walkable and bikeable framework. Thoughtful planning enables many quality-of-life improvements on a community-wide scale, making better living accessible for all.

Deerfield has the bones of a dense, walkable community, but is missing some of its key elements. For example, on South Main Street, businesses are clustered close together and are within walking distance of each other, but the auto-oriented nature of the space between the businesses and the street dissuades foot traffic.

Placemaking elements can be as simple as plantings; when properly designed, plantings along a street corridor add warmth to an otherwise hardscaped space; and street trees both provide shade and add a sense of enclosure to the sidewalk.

Other elements such as pedestrian wayfinding signs, historic informational plaques, and public art can help to create a sense of place. Encouraging new development standard is an example of a slightly larger undertaking, but one that can have lasting impacts. New buildings should be placed with an orientation to the public realm, placed at or near the sidewalk, with well designed elements scaled to pedestrians, rather than set behind large parking lots with primary access for automobiles. Property frontage is a critical determinant of a street's walkability. Definition of a sidewalk edge by buildings creates the sense of a more "enclosed," comfortable space for walking. Conversely, surface parking lots on the sidewalk edge generally discourage walking, as they lack both interest and a sense of safety.



Streets such as this one in Somerville, MA with dense buildings located close to the sidewalk and pedestrian level lighting are inviting to street life.

Minor improvements to buildings can also better welcome pedestrians. Buildings with windows and entrances facing the street offer greater safety through perceived "eyes" on the street, as well as greater visual interest for passing pedestrians.

Opening facades to the street with windows, adding awnings for shade, introducing pedestrian-scaled signage, and engaging the sidewalk with outdoor seating and/or planters can entirely change the warmth and invitation of a streetscape.



Buildings with parking lots fronting the street create an environment oriented to cars rather than pedestrians. On South Main Street in Deerfield, businesses are clustered close together and are within walking distance of each other, but the auto-oriented nature of the space between the businesses and the street dissuades foot traffic.

4. RECOMMENDATIONS: LIVABILITY PLAN

RPSD LAND USE GOAL: LOCATE NEW BUSINESSES IN TOWN CENTERS OR NEAR TRANSIT SERVICES

The Regional Plan for Sustainable Development encourages new businesses to locate in town centers or near transit services through the use of mechanisms such as zoning, streetscape enhancements, and the provision of key infrastructure such as sewer and stormwater management in village centers.

The Complete Streets and Livability Plan addresses this goal in several ways.

Low Impact Development (LID)

LID focuses on minimizing impact to local resource areas through controlled and ecologically sensitive techniques and systems such as bio-retention/infiltration, vegetated swales, green roofs and permeable pavements that manages storm water runoff and erosion control for new and re-development projects through a combination of structural and non-structural Best Management Practices (BMP's). The Plan contains a set of low impact development tools that will allow Downtown Deerfield to expand its development potential without causing a drastic impact on natural resources.

Streetscape Enhancements

As discussed earlier, well-designed public space can provide active gathering places for the community and help to stimulate economic activity. It will be important to ensure that new development is designed to attract and encourage pedestrian and bicycle access and activity. This means new buildings should be placed with an orientation to the public realm, placed at or near the sidewalk, with well designed elements scaled to pedestrians, rather than set behind large parking lots with primary access for automobiles.

The Complete Streets toolkit highlights specific ways in which the streets of Downtown Deerfield can become more livable, which in turn will be conducive and attractive to business development. Even a simple step like completing the sidewalk network can draw foot traffic to new areas of the downtown, which in turn will draw new business development.

Shared Parking

Deerfield's current dense downtown allows for parking to be shared. Visitors can park once and walk to multiple downtown destinations; employees can park once for the day and walk to run errands.

Parking supplies at mixed-use locations accommodate demand fluctuations more efficiently than segregated supplies, by accommodating peaking uses with spaces left vacant by other uses, thereby substantially reducing the overall number of parking spaces needed by a project. For example, spaces occupied by daytime retail shoppers or office workers during the day are largely empty during the evening and can be filled or "shared" with residents who are parking overnight or visitors to a nearby restaurant.

By providing shared parking near the downtown, Deerfield can encourage retail or business land uses rather than surface parking lots. In addition, by transforming motorists into pedestrians, who walk instead of drive to different nearby destinations, a "park once" strategy is an immediate generator of pedestrian life which helps animate public life on the streets and generate the patrons of street friendly retail businesses.

The parking lot on Elm Street in Downtown Deerfield is an ideal location for shared parking. It is within walking distance of the library, shops on Elm, and other local amenities. The Complete Streets and Downtown Livability Plan includes draft plans for a phased expansion of the parking lot as necessary.

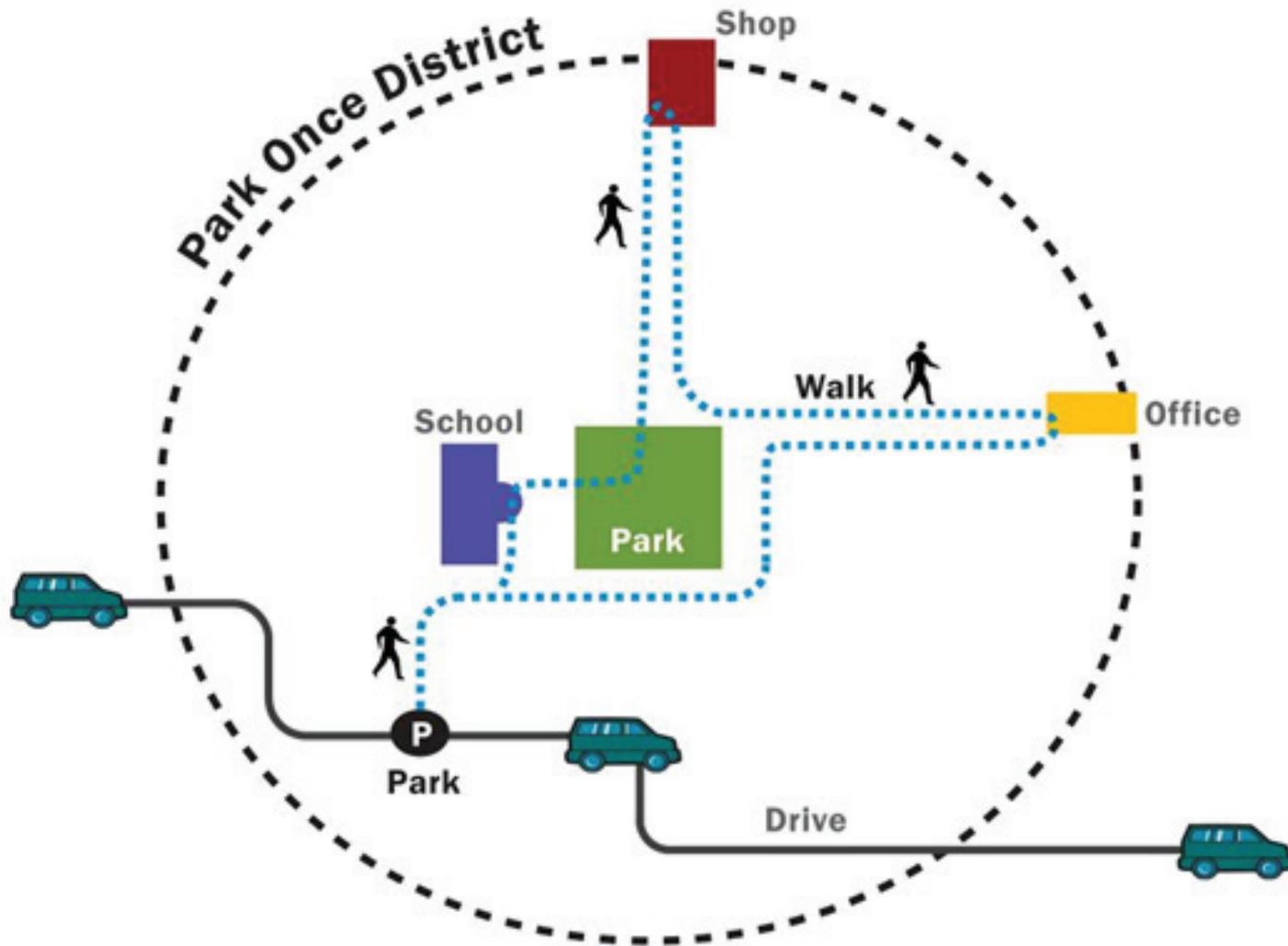
"Park Once"

Progressive downtown districts have implemented a "park once" strategy that makes efficient use of the existing parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces.

By working across property lines in cooperation, multiple landowners can realize the greater efficiency of spreading the various peak parking demand times of many businesses across a bigger pool of spaces, thereby greatly reducing the overall supply needed.

Much like a shopping mall, this allows more parking availability and fewer vehicle trips by customers fearing "patron-only" tow warnings. Augmented by signing that points to even the most hidden spaces, a "park once" strategy can help reduce vehicle traffic and encourage a chain of trips in a square to occur on foot.

As part of or independent of a "park once" strategy, the Town should work to improve its parking signing system. This strategy helps retain visitors to squares while activating routes from remote parking with pedestrians – often helping fringe retail locations.



Based on an original illustration by Walter Kulash.

A “Park Once” strategy allows for those arriving by car to easily follow a “park once” pattern: they park their car just once and complete multiple daily tasks on foot before returning to their car.

4. RECOMMENDATIONS: LIVABILITY PLAN

RPSD LAND USE GOAL: COORDINATE NEW DEVELOPMENT WITH EXISTING TRANSPORTATION, WATER & SEWER INFRASTRUCTURE

It is both cost effective and a sustainable practice to coordinate new development with existing infrastructure. Thus, the Complete Streets and Livability Plan is based on a close analysis of the current utility infrastructure in Downtown Deerfield, and incorporates several existing transportation assets in town with new development ideas.

Low Impact Development (LID)

LID focuses on minimizing impact to local resource areas through controlled and ecologically sensitive techniques and systems such as bio-retention/infiltration, vegetated swales, green roofs and permeable pavements that manages storm water runoff and erosion control for new and re-development projects through a combination of structural and non-structural Best Management Practices (BMP's). LID is a strategy that is most effective when planned appropriately and thoughtfully from the beginning of a site design process.

Stormwater management is a key element of developmental sustainability. The Plan contains a set of low impact development tools that will allow Downtown Deerfield to expand its development potential without causing a drastic impact on natural resources. Some of these tools can be quickly implemented, while others have a longer time frame. All, however, will have a lasting impact on Deerfield's ability to sustain growth.

Short Term

- Permeable pavements installed in specific parking areas in conjunction with restriping

- A bio-infiltration system located behind the retail storefronts on the north side of Elm Street, which could be implemented with or without an expanded parking lot

Long Term

- Minimizing widths of streets decreases pavement and creates sufficient space for bio-infiltration planters within walkway corridors
- Wider walkways provide innovative street tree planting opportunities that accommodate subsurface storm water runoff along with sustainable planting soil mediums (See Silva Cell-DeepRoot products)
- Removal of Park Street to maximize open space at the Town Common, minimize paving and create opportunities to accommodate bio-infiltration systems and vegetated swales
- New developments adjacent to downtown including the Oxford Redevelopment Site should apply similar LID strategies

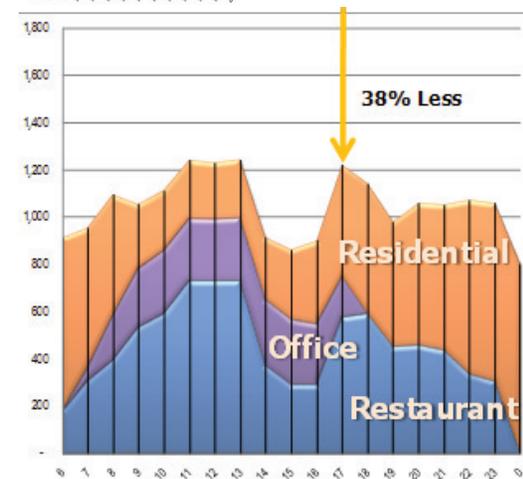
Shared Parking - Elm Street Lot

Shared parking means that parking spaces are shared by more than one user, which allows parking facilities to be used more efficiently. Shared parking takes advantage of the fact that most parking spaces are only used part time by a particular motorist or group, and many parking facilities have a significant portion of unused spaces.

Shared parking in the Elm Street Lot will allow development to intensify in Downtown Deerfield



The model to the left shows parking demand based on traditional trip generation rates, while the model below shows real parking demand.



The charts above show parking spaces as required by traditional zoning as compared to real demand profiles.

without the construction of additional parking areas. The lot is currently more than sufficient for the businesses in town and can grow westward as the need for parking expands.



Part of the charrette process included mapping the location of important utilities in the study area. This data fed into streetscape designs and ideas in order to ensure that potential designs were as cost effective as possible.

RPSD ENERGY GOAL: REDUCE THE USE OF FOSSIL FUELS

Reduction of fossil fuels is an important yet intimidating goal. In 2008, the state of Massachusetts passed the Global Warming Solutions Act, which recognized climate change as an issue in the state. The subsequent Climate Adaption Report highlights the transportation sector as a key player in combating climate change.

The RPSD recognizes that the combustion of fossil fuels leads to an increase in greenhouse gases (GHG). Furthermore, the RPSD points out that 27% of GHG emissions in the US come from transportation. Thus, one way to reduce fossil fuel consumption is to reduce vehicular use and promote walking, biking and transit.

Climate Change and Transportation in the US

In 2010, the Department of Transportation presented a report to congress titled *Transportation's Role in Reducing U.S. Greenhouse Gas Emissions*. Among the several mitigation strategies discussed were investments in transit, non-motorized improvements, and land use changes that reduce trip lengths and support travel by alternate modes. The report calculates that a combination of these strategies could substantially reduce GHG emissions associated from personal travel -- from 5 to 17% in 2030.

Many trips taken in the US are short distances that are easily walkable or bikeable. The National Household Travel Survey in 2009 found that:

- Of all driving trips, 20 percent are one mile or less

- In non-urban areas (like Deerfield), 20 percent of trips are one mile or less, and 37 percent are three miles or less

Despite this fact, the American Community Survey in 2009 found that over 85% of Americans drive to work, 75% of those traveling alone.

Transportation in Deerfield

The RPSD describes residents of Franklin County as “very dependent” on their automobiles for travel. Currently, the built environment is more friendly to driving as a form of transportation than alternate modes such as biking or walking. Roadways are wide and sidewalks narrow, facilities for walkers and bikers are not prevalent. The survey conducted as part of this study asked residents to list elements they did not like about biking and walking in Downtown Deerfield. Responses included:

- Not enough landscaping
- Sidewalks are poorly maintained
- Narrow sidewalks
- Not enough bike lanes
- Cars drive too fast
- Few bike racks

Moreover, development is spread out. Uninviting streetscapes coupled with longer distances between destinations leads many to drive.

Complete Streets

A Complete Street by definition is a safe, comfortable and convenient for travel via automobile, foot, bicycle or transit. By providing a toolkit to increase infrastructure for the walkers, bikers

and transit riders, the Complete Streets and Livability Plan elements help to decrease reliance on fossil fuels as the only means of transportation in Deerfield.

Implementing Complete Streets policies and actions in Deerfield will make the streets friendlier to bikers and walkers by providing dedicated facilities, slowing traffic, and accommodating those of all ages and abilities. This in turn will help to get people out of their cars and to bike or walk more often.



Many people in Franklin County and Downtown Deerfield use active transportation modes to get around. However, the provision of dedicated facilities can significantly increase that number, thus decreasing the output of fossil fuels from personal vehicles.



STOP

DICK SPILLS
RECREATION
BASEBALL
FIELD
OPEN
10-12 PM
DAILY
888-5400

W. Main

WARRIORS

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

A streets plan is more than just designs and dollars related to infrastructure improvements. Done correctly, it is the foundation of place making, community building, and economic development. . As places of movement, commerce, recreation, and community engagement, a street says a lot about a community. The opportunity for Elm, Main, Sugarloaf and surrounding village streets to become more livable and “complete” is strong.

The technical realities of complete transportation movement include the following:

- Narrow streets are safer
- Slower speeds encourage commerce
- Pedestrian delay causes more harm than vehicle delay
- Well-designed compact intersections can handle as many cars as large over-designed intersections.

The following pages outline a Complete Streets Conceptual Plan that includes ideas for Downtown Deerfield as a regional center as well as specific streetscape ideas. Regional and broader connectivity elements include:

- Walking Connectivity - Reducing trip distances is a critical component of making bicycling and walking realistic modes of transportation in Downtown Deerfield.
- Improved School Safety - Conway Street could be reopened to accommodate traffic traveling through to Route 5.
- Safer Cycling - Downtown Deerfield is perfectly positioned to become a part of the Franklin County Bikeway system.
- Regional Gateways - By identifying and defining the boundaries of Downtown Deerfield, gateways are an important step in creating a sense of place.
- Shared Municipal Parking - Mixing uses and sharing parking offers many benefits to the surrounding community, including a more efficient use of land resources and fewer vehicle trips.
- Oxford Site Integration - Tying the site to the Downtown ensures that it will help to revitalize the area rather than compete with it.
- Low Impact Development - Downtown Deerfield exhibits several unique opportunities for initiating effective Low Impact Development strategies.

Plan elements for the streetscapes that make up the immediate downtown focus on placemaking and creating complete streets that accommodate all users. This Plan includes alternatives for:

- Elm Street & Route 5 - Western Gateway
- North Main Street
- Sugarloaf Street & Graves Street Intersection
- Sugarloaf Street
- Park Street & North Main
- Elm Street

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

WALKING CONNECTIVITY

Since the advent of the automobile age, land use and transportation system design has been focused on serving and ultimately requiring the automobile. Traditional patterns of concentrated, mixed-use, walkable development were replaced by segregated and widely dispersed land uses, mostly connected by wide high-speed roads. As North American communities spread out and consumed more land, the transportation systems that were developed made moving about without a motor vehicle unsafe, unrealistic, and often impossible. Our streets, once places in their own right, saw segregation of traffic to facilitate faster movement of automobiles. Today, many streets are designed only for the car; even those with sidewalks are often very inconvenient, uninviting and unsafe for the “unfortunate” non-driver. Many streets have no sidewalks for pedestrians and very few have any facilities for bicyclists; these streets are for cars. This is the result of designing transportation for a particular form of mobility and not for people.

Connectivity

Reducing trip distances is a critical component of making bicycling and walking realistic modes of transportation in Downtown Deerfield. Street systems rife with disconnects lend themselves to automobile-oriented accessibility schemes, thereby making trips by bicycle or on foot longer and tougher. This pattern forces all trips, whether by foot, bicycle or car, onto major arterials that are often unfriendly to non-motorized transportation (NMT). By contrast, an interconnected street system with short blocks provides multiple routes that are more direct, that provide more frequent and safer crossings at intersections.

Walking in Deerfield

The conceptual plan at the far right not only indicates areas in Downtown Deerfield where the sidewalk network should be reconnected, it also shows a continuation of Coates and Conway Streets. Additional connections include the informal walking paths through the baseball fields south of the school and through the proposed municipal parking lot on Elm Street. In addition, a shared driveway between Sugarloaf Street and the Oxford site serves to shorten block lengths.

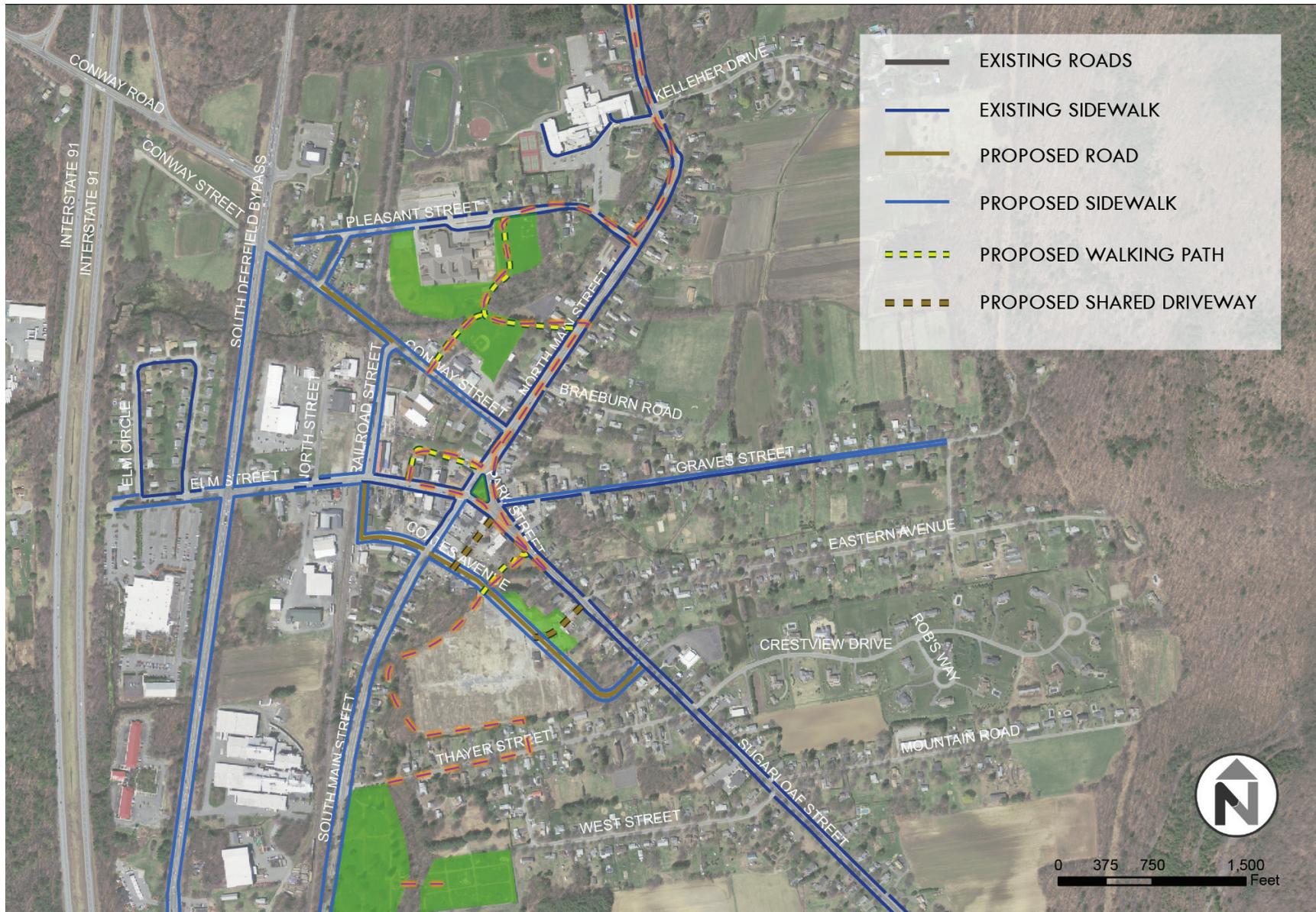
Downtown Deerfield has an abundance of green space close to the town center. Combined and connected, these spaces provide more than 1.5 miles of protected on and off-road walking facilities right downtown.



Source: University City Master Plan, 2007



Lighting is a cost-effective way to create inviting spaces at night. The diagram above shows the importance of providing pedestrian-level lighting in addition to roadway lighting, particularly on tree-lined sidewalks.



Based on input from Deerfield residents and stakeholders, the consultant team generated the map above. New links at Conway Street and Coates Avenue complete the street grid, while suggested sidewalks on all roads allow pedestrian traffic access to the entire village center.

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

IMPROVED SCHOOL SAFETY

Frontier Regional School

Charrette participants, stakeholders and planners in Deerfield recognize that the traffic associated with the Frontier Regional School on Pleasant Street is an issue. Many parents and children walk to and from the school, but as shown in the image to the right, the area lacks sidewalks and walking conditions are not ideal. In addition, traffic turning on to Main Street from Pleasant Street can create long queues.

Shutting Pleasant Street to through traffic and creating a stop-controlled intersection with North Main Street will calm traffic in the area, creating safer walking, cycling and driving conditions. However, it is important that the area remains connected to the overall grid of the town.

A Connected Grid

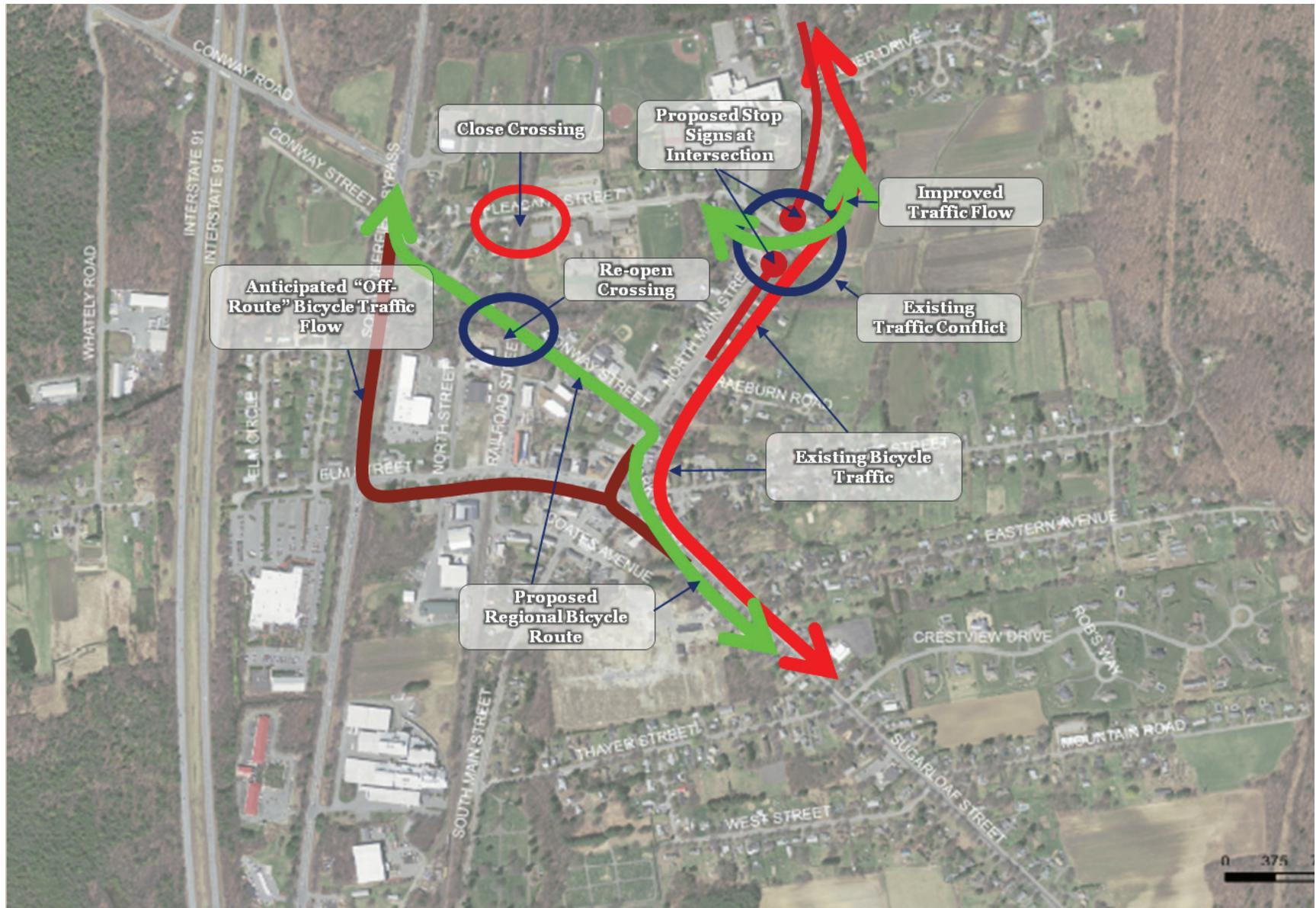
Grids reduce distances between destinations and origins – a crucial component of making biking and walking attractive and convenient modes of transportation – whereas disconnected street networks with only large arterials and enclosed subdivisions tend to isolate land uses in favor of easy auto accessibility, making distances by bike and on foot longer. Disconnected networks force all trips, whether by foot, bicycle or car, onto major arterials that may not be friendly to those not in a motor vehicle. Alternatively, a frequently interconnected street system, such as a grid with short blocks, provides multiple routes that are ultimately more direct and provide more frequent and safe crossings at intersections.

Traffic and Safety

As proposed in the map to the right, Conway Street could be reopened to accommodate traffic travelling through to Route 5. This would not only alleviate traffic related to those using Pleasant Street to reach Route 5, it would allow another, more direct connection into Downtown Deerfield.



Pedestrians and vehicles using Pleasant Street.



Stop signs at Pleasant Street and North Main will slow traffic approaching the school. Meanwhile, reopening Conway Street as a through way will reconnect part of the town's grid.

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

SAFER CYCLING

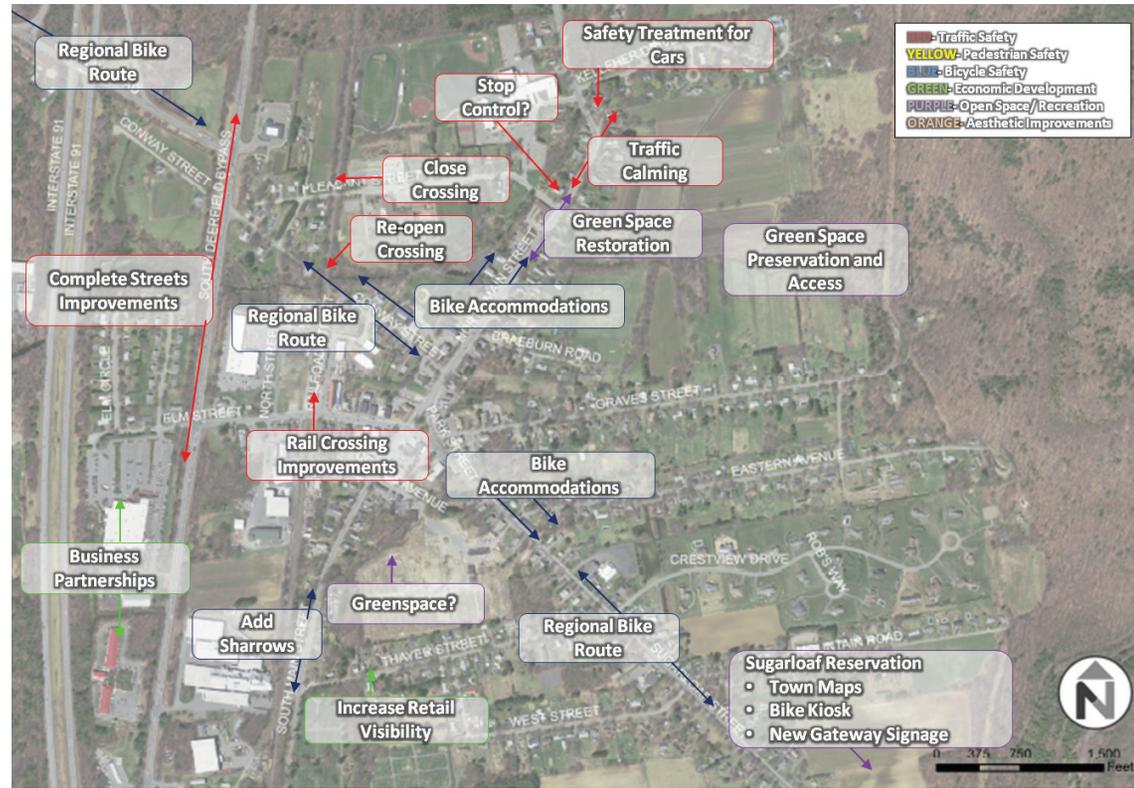
Regional Context

Planning for a county-wide bikeway began over 20 years ago with a local group called the Franklin County Bikeway Committee. Today, the County Bikeway is about 240 miles long and covers the entire county. As shown on the map to the right, the network surrounds Downtown Deerfield but does not travel through it. To the east of Downtown Deerfield is the Whately-Conway Loop, 17.2 miles of intermediate riding. To the east is the River Road Loop and Connection into Hampshire County. The River Road Loop begins right near Downtown Deerfield near the Mount Sugarloaf trailhead. Together, the connections near Downtown Deerfield total access to almost 40 miles of designated bike routes.

However, although Downtown Deerfield is featured on the Bikeway map, none of the trails travel directly through town. The current restaurants and water facilities in Downtown Deerfield are excellent amenities for bikers, and the Mount Sugarloaf viewing platform and Yankee Candle are tourist draws. Thus, Downtown Deerfield is perfectly positioned to become a part of the County Bikeway system.

Local Context

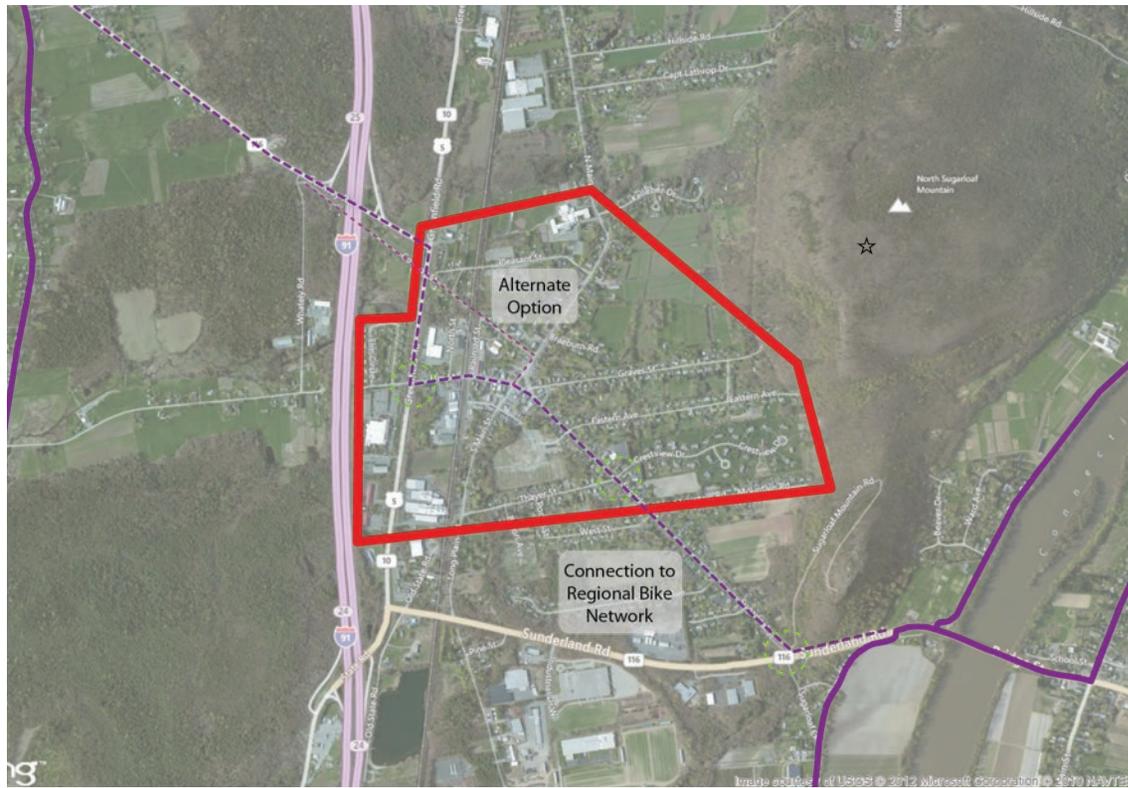
As the photos on the right document, cyclists of all ages use the roads and sidewalks of Downtown Deerfield to get around. As described in Chapter 3, there are several tools the Town could use to improve its cycling facilities, from sharrows indicating shared vehicle and bicycle lanes to separated and protected cycletracks.



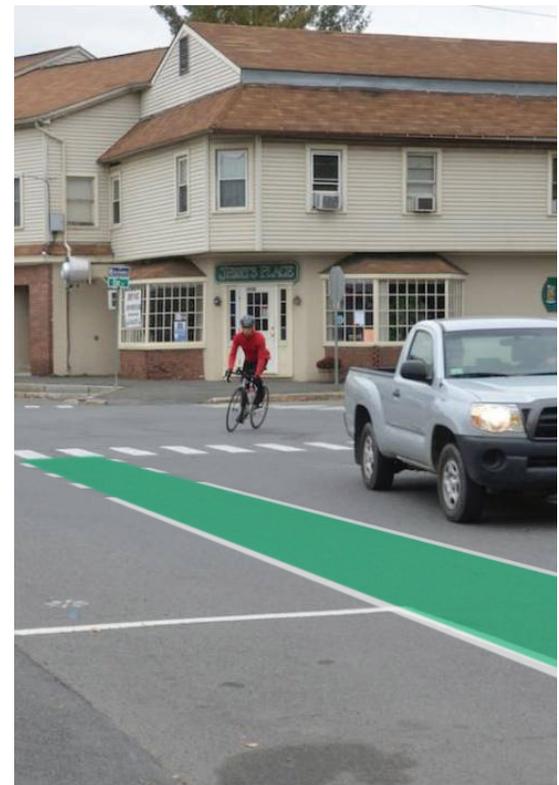
Above: After the reviewing comments from the needs and opportunities map and conversing with community stakeholders, the team generated a map with general recommendations for South Deerfield.



Left: Downtown Deerfield as represented on the Franklin County Bikeway map. The map shows the locations of some restaurants, although it does not describe their offerings in detail. In addition, the benches and fountain in the Park Street triangle do not appear, although it is the location of the only existing bike rack.



The Franklin County Regional Bike Network surrounds Downtown Deerfield, providing several opportunities to connect.

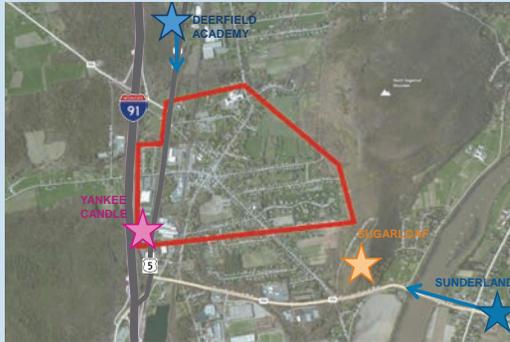


Bicycle improvements can be as simple as painting the road to signal the presence of cyclists to drivers.



Cyclists of all ages currently use the streets (and sidewalks) of Downtown Deerfield. Clear cycling accommodations and connections to the regional network will encourage more people to bike to and through the village center.

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN



Several regional attractions surround the study area.

REGIONAL GATEWAYS

There are many reasons to visit the area around Deerfield in Franklin County, from Yankee Candle to Mount Sugarloaf to new restaurants in town. However, current conditions do not signal to those passing through the region on Route 5, Sunderland Road, or elsewhere that a town with amenities such as restaurants and green space is just minutes away.

Simple treatments such as plantings and signage can easily serve this purpose, as shown in the diagrams to the right. These treatments can be tied in to the town's character as a historic New England center, and could also feature sculpture or other streetscape elements.

In addition, by breaking up the visual monotony of the road, streetscape elements such as trees and signage can slow traffic as drivers take in their surroundings. In this way, gateways can serve as a safety treatment. In the example to the right, the planting would



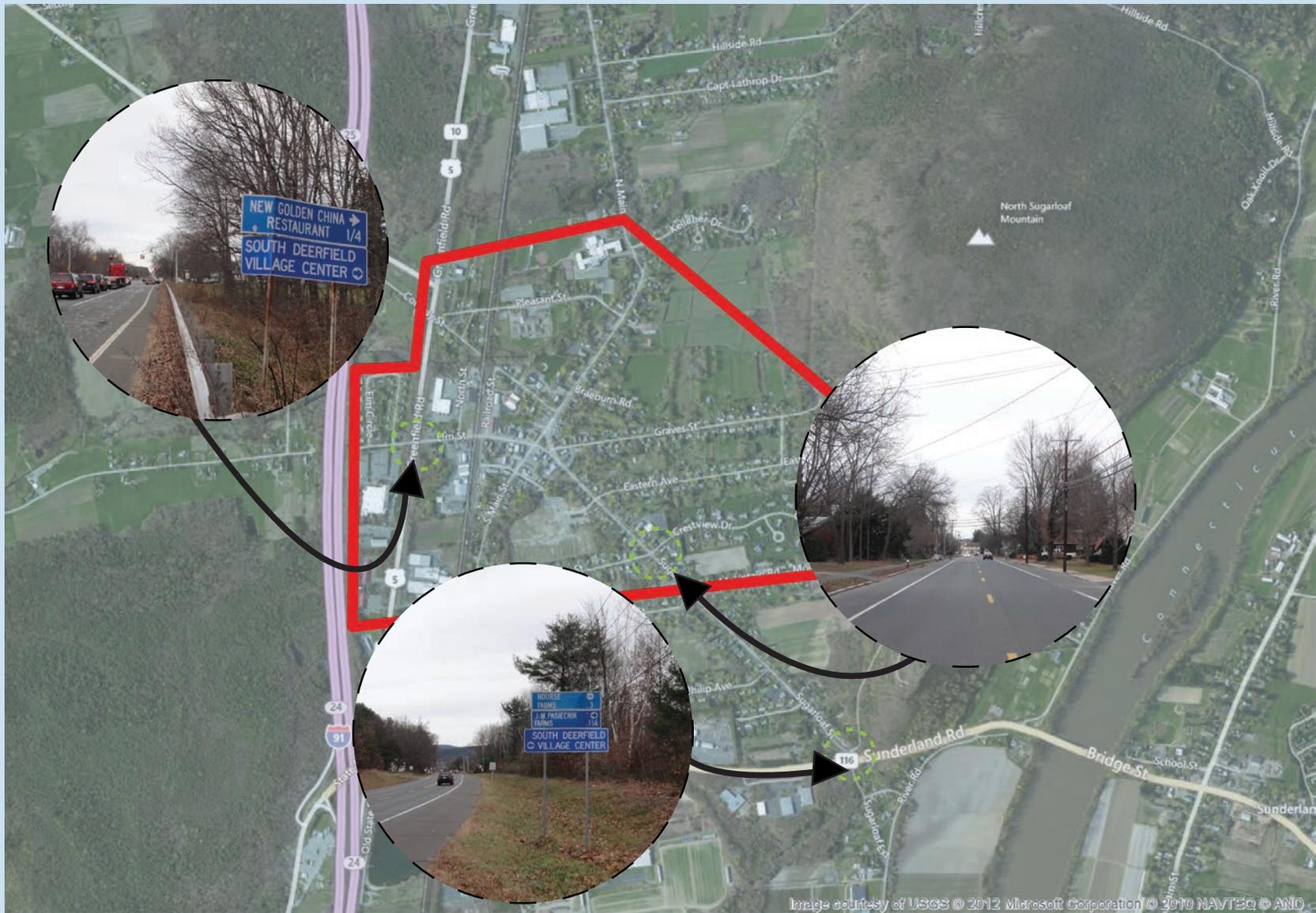
Downtown Deerfield is less than a mile from Route 5. The wide roadway is a good opportunity for a combination of planting and signage to signal the town's presence to passerby.

slow speeding traffic on Route 5.

Applying gateway treatments will not only draw tourists and regional visitors, it will also serve to foster a town-wide identity. Residents and their guests returning from elsewhere will, from simple changes in the built environment, feel welcomed home. By identifying and defining the boundaries of Downtown Deerfield, gateways are an important step in creating a sense of place.



Exiting Yankee Candle the motorist (or cyclist) is directed straight out of the Deerfield area. However, visitors to Yankee Candle are minutes from Downtown Deerfield.



Currently, standard blue signs identify Deerfield Village to motorists approaching the town from Route 5.

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

SHARED MUNICIPAL PARKING

Mixed use centers such as South Deerfield offer the opportunity to share parking spaces between various project uses in order to reduce the total number of parking spaces required compared to what the same uses. By providing shared parking near the downtown, Deerfield can encourage retail or business land uses rather than surface parking lots. Mixing uses and sharing parking offers many benefits to the surrounding community, including a more efficient use of land resources and fewer vehicle trips.

Why Shared Parking?

All land uses generate unique levels and patterns of parking demand, varying by time of day and day of week. Parking supplies at mixed-use locations accommodate these demand fluctuations more efficiently than segregated supplies, by accommodating peaking uses with spaces left vacant by other uses, thereby substantially reducing the overall number of parking spaces needed by a project. For example, spaces occupied by daytime retail shoppers or office workers during the day are largely empty during the evening and can be filled or “shared” with residents who are parking overnight or visitors to a nearby restaurant.

Shared Parking in Deerfield

In Downtown Deerfield, the municipal parking lot on Elm Street could be shared. This shared parking lot would help to accommodate existing uses and to accommodate potential growth in the downtown. This in turn would save the need to create more parking and allow efficient land use while providing the opportunity for downtown patrons to park closer to their destination and park once to run their errands.

Elm Street Lot

The Elm Street Lot is located behind the businesses that front Elm Street, with an entrance off of North Main Street. However, as the parcel lines shown to the right show, the town-owned land extends along the back of the Elm Street businesses. This area gives the town room to grow the off-street parking to accommodate long-term parkers such as employees or commuters using PVTA or FRTA services.

Parking Management

Many mixed-use districts suffer from a common problem. The most visible and most convenient parking spaces are frequently entirely full, while simultaneously, parking spaces just behind or just under a building -- or a block away -- sit largely vacant. The result is often a perceived parking shortage, even when a district as a whole has

hundreds of vacant parking spaces available. In many communities, employees occupy the best spaces, even when time limits are instituted to try to reserve these spots for customers.

Always available, convenient, on-street customer parking is of primary importance for the businesses of Downtown Deerfield to succeed, in turn creating a welcoming environment for pedestrians. To create vacancies and rapid turnover in the best, most convenient, front door parking spaces, it is crucial to have price incentives to persuade some drivers -- especially employees -- to park in the less convenient spaces (in garages or in available on-street parking a block or two away): higher prices for the best spots and cheap or free prices for the less convenient, under used spaces.

As the downtown grows, it will be important to manage parking assets as well as development. This could include pricing as well as signage to help direct drivers to the Elm Street Lot.

ELM STREET PARKING CONCEPT



Above are four concepts for shared parking in the Elm Street Lot.

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

OXFORD SITE INTEGRATION

The Oxford Site is an important asset to Downtown Deerfield. There have been several visions for the site through the years, and charrette participants had several ideas of their own.

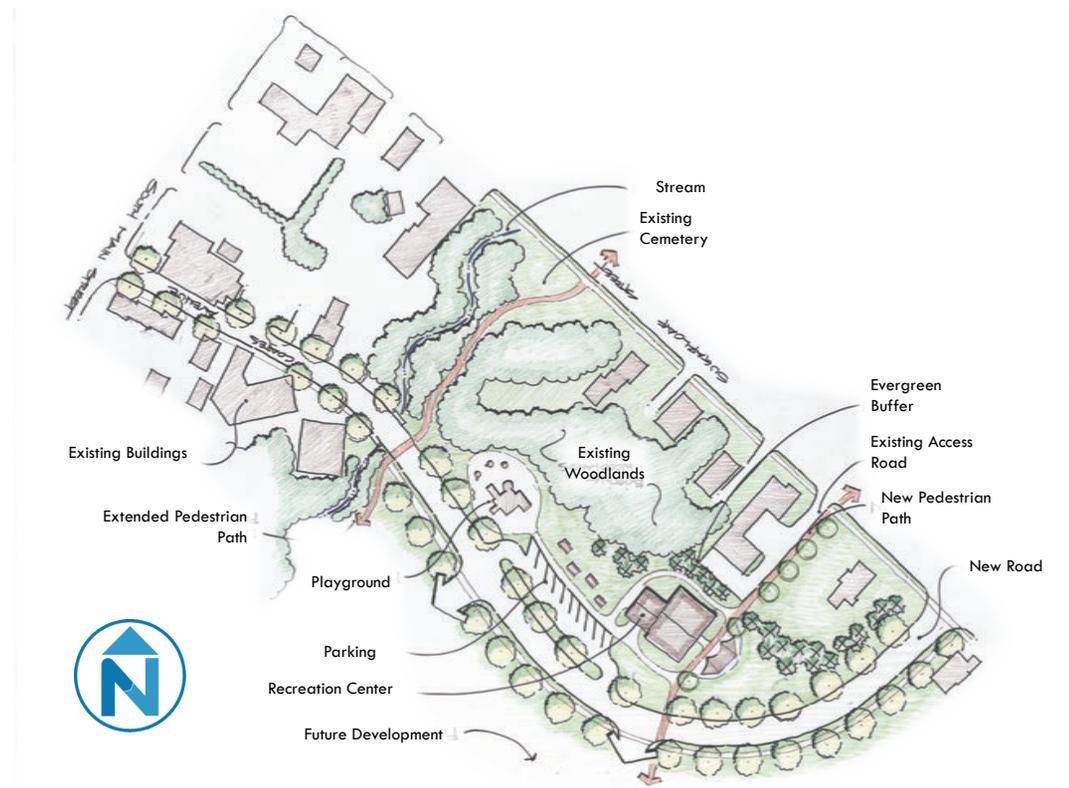
The Complete Streets and Livability Plan is not an additional plan for the site. Rather, by discussing and examining the ways in which the site interacts with the town, the Plan seeks to emphasize the importance of connectivity between the site and Downtown Deerfield.

Connected Grid

As shown in the diagram to the right, reconnecting Coates Avenue will create an additional and important connection through the study area. As mentioned earlier, a frequently interconnected street system, such as a grid with short blocks, provides multiple routes that are ultimately more direct and provide more frequent and safe crossings at intersections.

Walking Access

Several charrette participants already walk through the former Oxford Site simply to exercise and get outside. Thus, the Livability Plan provides two pedestrian walkways -- or eventually shared driveways -- to access the site. The graveyards south of the Oxford Foods site are important open space that should be connected to the center of town. More importantly, however, these walking connections will tie the site closely to the downtown.

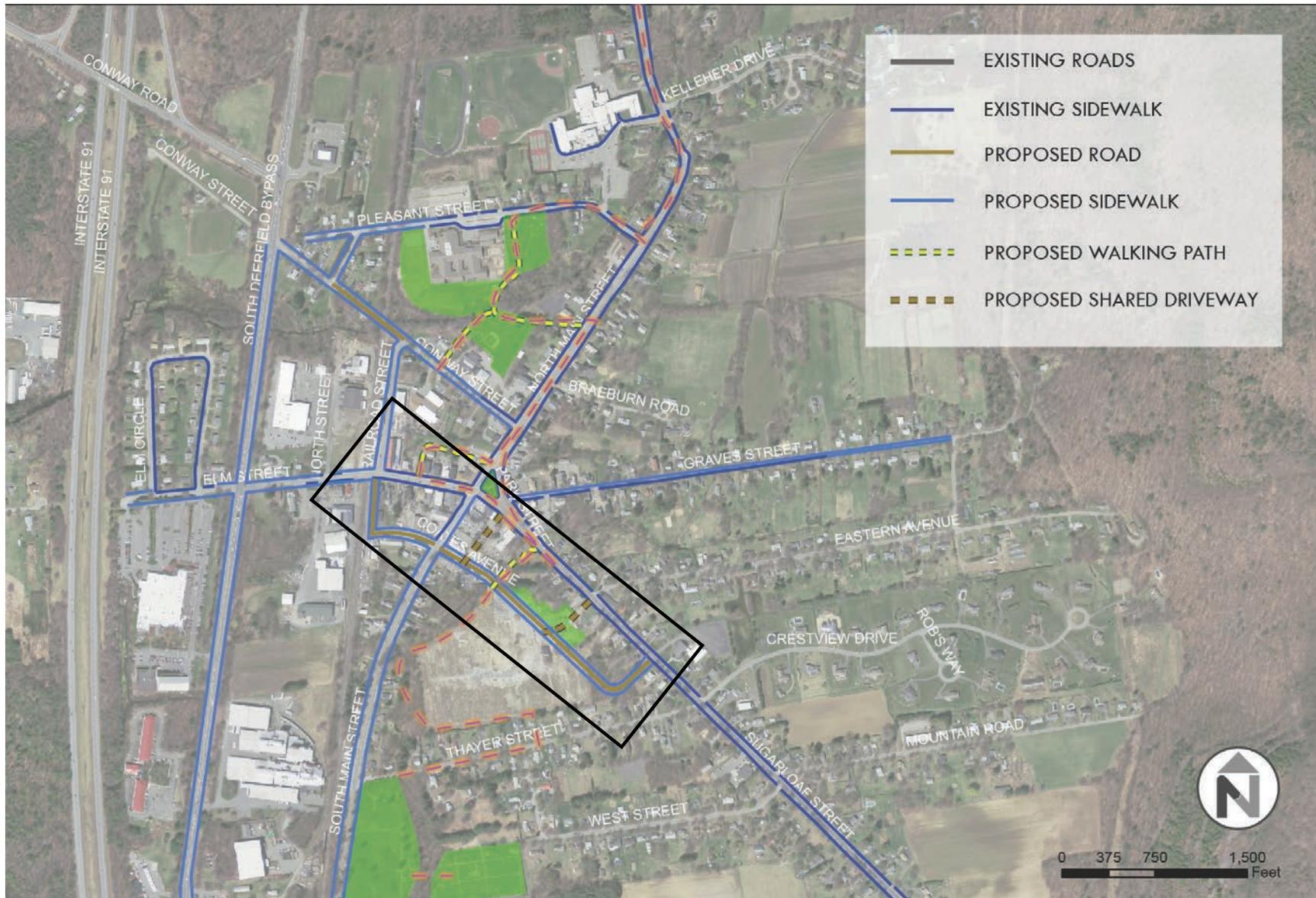


The Oxford Site is an excellent development opportunity for Downtown Deerfield. Many plans have been suggested for the site, but an important element of any plan will be its connectivity to the center of town.

If developments on the site have amenities, the walking connections to the downtown will maintain the park-once atmosphere, rather than promoting driving between the center of downtown and the site.

Public Amenities

By including an amenity like a playground or a recreational center, connections to the site remain within the public domain. These facilities also give the public reasons to access the site beyond whatever type of development happens there.



The map above shows Downtown Deerfield with a reconnected sidewalk network and street grid, as well as important connections through the Oxford Site.

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

LOW IMPACT DEVELOPMENT

Low Impact Development (LID) is a highly important site design sustainable strategy that was pioneered in Prince George's County, Maryland in the early 1990's. It is considered a less impactful or micro-scale approach toward storm water management versus conventional storm water design techniques.

LID focuses on minimizing impact to local resource areas through controlled and ecologically sensitive techniques and systems such as bio-retention/infiltration, vegetated swales, green roofs and permeable pavements that manages storm water runoff and erosion control for new and re-development projects through a combination of structural and non-structural Best Management Practices (BMP's). LID is a strategy that is most effective when planned appropriately and thoughtfully from the beginning of a site design process.

Additionally, the Smart Growth and Smart Energy Toolkit website identifies specific objectives and design considerations for LID, which can help communities efficiently and thoughtfully guide future development that not only improves the ecology of the landscape environment, but also the safety and vibrancy of the pedestrian environment including:

Bylaw Objectives

- Establish decision making process for the Town's LID activities
- Require new development and redevelopment maintains current hydrological characteristics
- Establish post development minimum LID management standards

- Establish design and criteria to meet the standards
- Encourage LID practices that enhances the Town's available or protected green space
- Develop provisions to ensure mechanisms for funding short and long term requirements / necessities
- Incorporate administrative review to ensure appropriate practices
- Meet Town's provisions for National Pollutant Discharge Elimination System Phase II requirements
- Understand long term maintenance practices

Design Considerations

- Street width needs to be correlated to traffic volume and accommodate emergency vehicles
- Snow removal and storage must be identified and accommodated effectively
- Turning radii shall accommodate service and emergency vehicles along with school buses and tractor trailers
- Permeable pavements reduces impact to storm water systems and can help define vehicle use areas (travel lanes vs. parking)
- Shallow roadside swales or bio-infiltration planters can reduce impact to storm water requirements while also providing attractive landscape features

Opportunities for LID in Deerfield

The South Deerfield downtown area exhibits several unique opportunities for initiating effective Low Impact Development strategies. And while more impactful techniques are available through longer term strategies, there are effective short term opportunities to consider as well.

Short Term

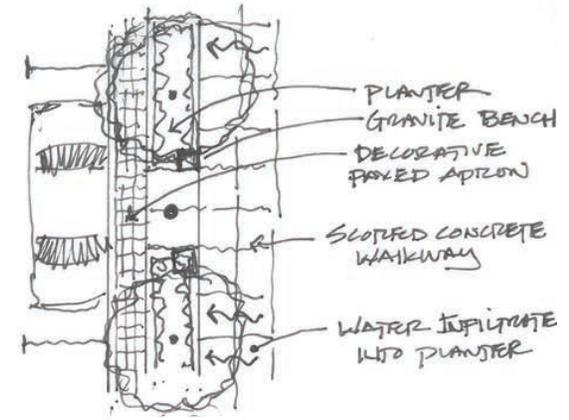
- Permeable pavements installed in specific parking areas in conjunction with restriping
- A bio-infiltration system located behind the retail storefronts on the north side of Elm Street, which could be implemented with or without an expanded parking lot

Long Term

- Minimizing widths of streets decreases pavement and creates sufficient space for bio-infiltration planters within walkway corridors
- Wider walkways provide innovative street tree planting opportunities that accommodate subsurface storm water runoff along with sustainable planting soil mediums (See Silva Cell-DeepRoot products)
- Removal of Park Street to maximize open space at the Town Common, minimize paving and create opportunities to accommodate bio-infiltration systems and vegetated swales
- New developments adjacent to downtown including the Oxford Redevelopment Site should apply similar LID strategies

Links to resources:

- http://www.mass.gov/envir/smart_growth_toolkit/bylaws/LID-Bylaw-reg.pdf
- <http://www.lowimpactdevelopment.org/>
- <http://www.deeproot.com/products/silva-cell/silva-cell-overview.html>



Planters incorporated into a streetscape schematic created during the charrette.



Vast expanses of pavement like the one in the center of Downtown Deerfield, above cause stormwater runoff that then must be managed. In contrast, green space such as the Downtown Green, pictured below, help to manage stormwater runoff.

“Low Impact Development is a more sustainable land development approach that begins with a site planning process that first identifies critical natural resource areas for preservation.”

- Massachusetts Smart Growth / Smart Energy Toolkit

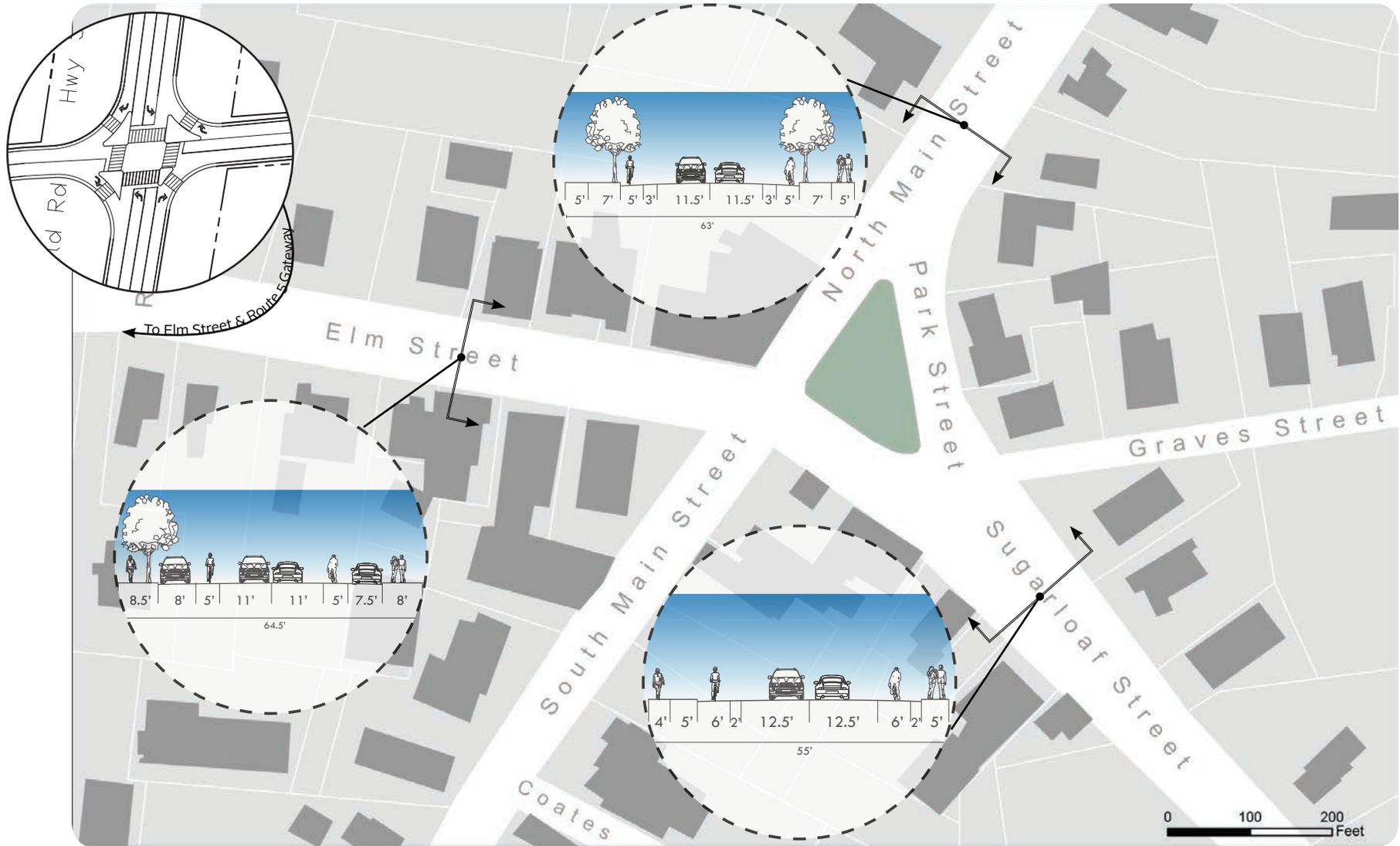
4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

LOCAL STREETSCAPES - EXISTING CONDITIONS





LOCAL GATEWAYS - CONCEPT PROPOSAL



4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

ELM STREET & ROUTE 5 - WESTERN GATEWAY



Route 5 is a key connection corridor between Downtown Deerfield and Interstate 91, as well as attractions such as Deerfield Academy and Historic Deerfield to the north and Yankee Candle to the south. Main connection points off of Route 5 currently include Elm Street to the north, and Sunderland Road to Sugarloaf Street to the south.

Amtrak Improvements

Amtrak is currently planning to reroute its Vermonter route through the area to restore the “Massachusetts Knowledge Corridor” through Greenfield, Northampton, and Holyoke to Springfield. At the time of this report, Amtrak has completed the feasibility study and submitted the required Environmental Assessment to the Federal Railroad Administration.

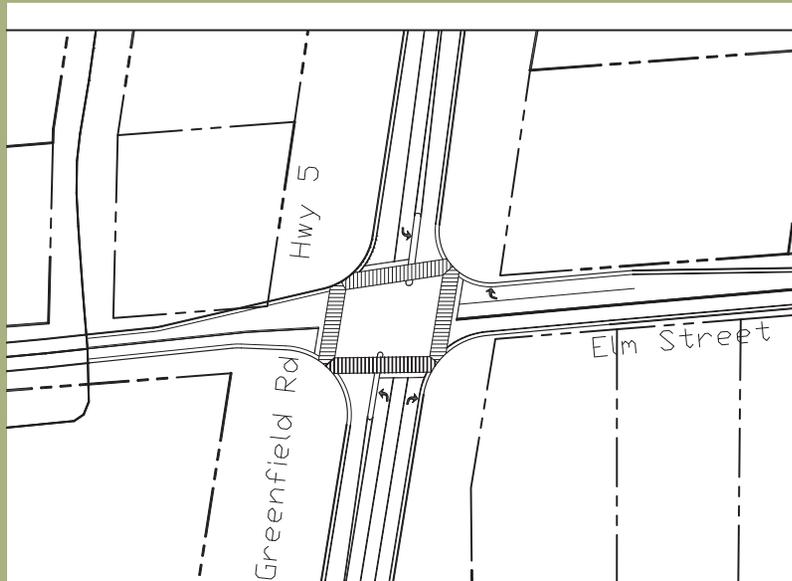
While the closest station to Deerfield will be Greenfield, the tracks themselves run along Route 5. As Amtrak begins to make improvements up and down the line, the railroad crossing on Elm Street just beyond Route 5 will likely need to be upgraded. This will be a great opportunity to improve the whole stretch of Elm between Route 5 and the center of Downtown.



Route 5 provides access to Deerfield Academy and Historic Deerfield north of the study area, and Yankee Candle just south.



PROPOSED

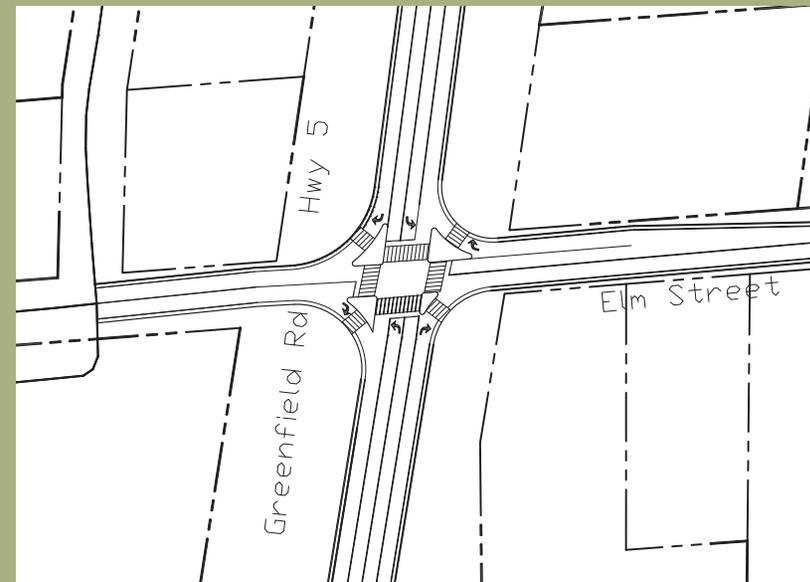


Option 1: Paint

Potential intersection improvements include amenities for pedestrians such as crosswalks and sidewalks that do not exist today. This could be accomplished with paint, as shown in the diagram at top right.

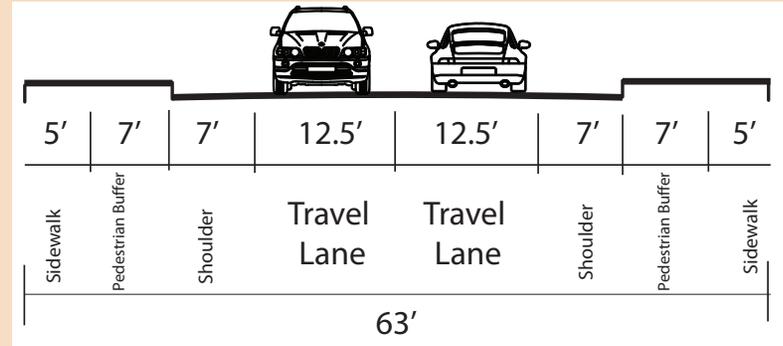
Option 2- Hardscape

A more complete intersection scheme includes crossing islands as shown in the diagram at bottom right. These pedestrian refuges help to break up the current lengthy crossing. Both the FRA (Route 31) and PVTA (Route 46) provide transit service along Route 5, meaning that pedestrians may want to access points along the road. However, current conditions are not conducive to walking, with long intersections and a lack of sidewalks.



4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

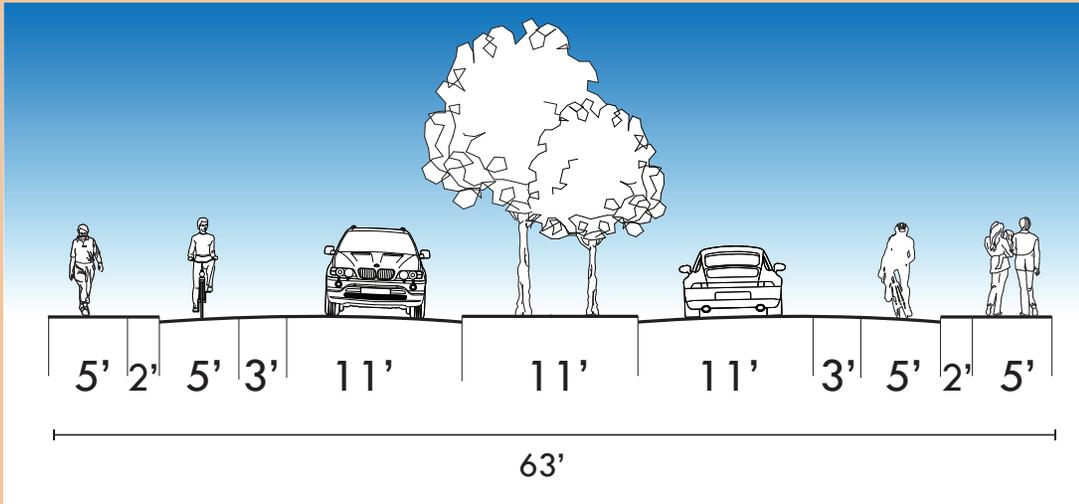
NORTH MAIN STREET



EXISTING

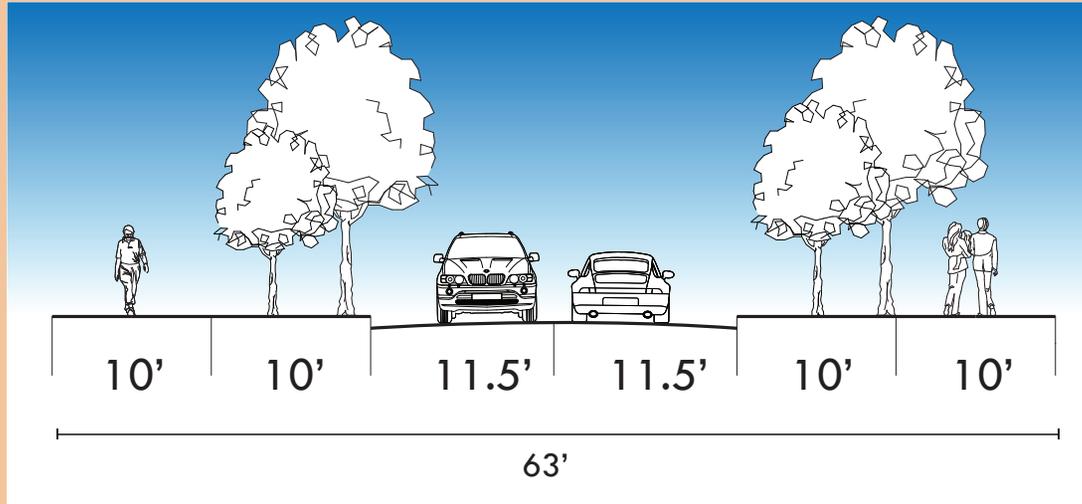
North Main street is an integral part of the Downtown's street grid. Running from Route 5 by Yankee Candle to Elm Street, where it becomes South Main Street, it is mostly a two lane road with a shoulder on either side.

PROPOSED



Option 1: Median

This alternative uses the extra space provided by the shoulder to create a median in the center of the two travel lanes as well as buffered bike lanes on either side of the roadway. The median could be an excellent opportunity for a gateway treatment, as discussed earlier in this report. Bike lanes that are buffered from both pedestrian and vehicular traffic encourage even the most cautious of bikers. Meanwhile, the thinner travel lanes encourage driver caution and reduce speeds along what should be a walkable and safe roadway.

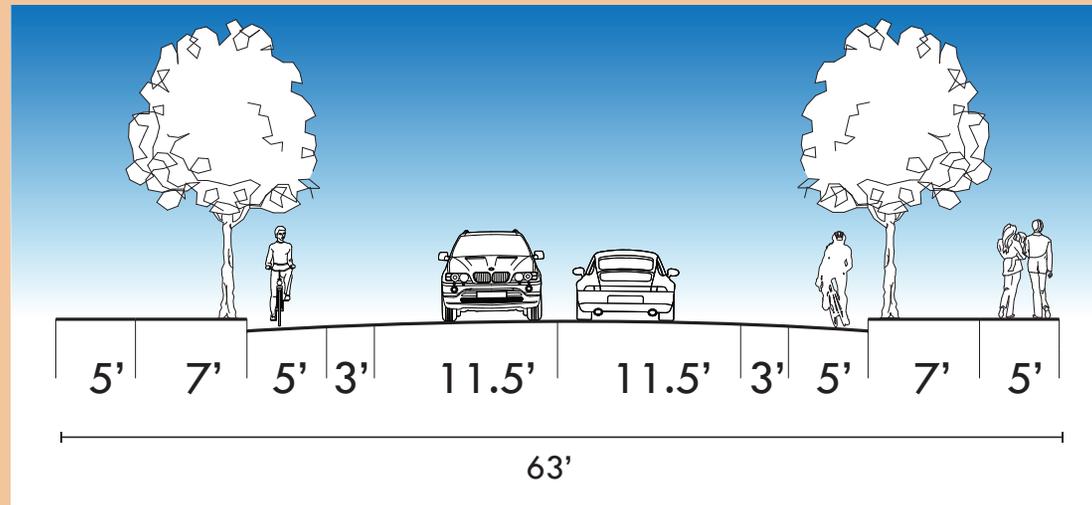


Option 2: Wide Boulevard

North Main Street has more than enough room to become a boulevard with ample room for pedestrians and streetscaping treatments. The ten foot green space between the pedestrians and vehicles could be used for a combination of benches, lighting and other street amenities, making Main Street a place to linger.

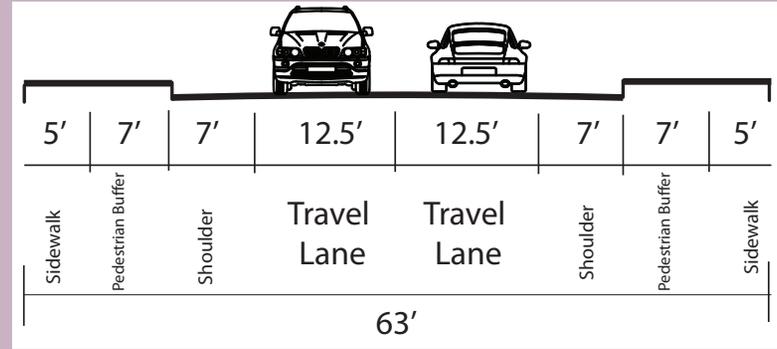
Option 3: Buffered Bike Lanes

This alternative uses the excess shoulder lane to provide bike lanes that are buffered from the roadway on the street and the sidewalk with five feet of plantings or green space. Again, the space could be used for streetscaping elements such as benches or lighting.



4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

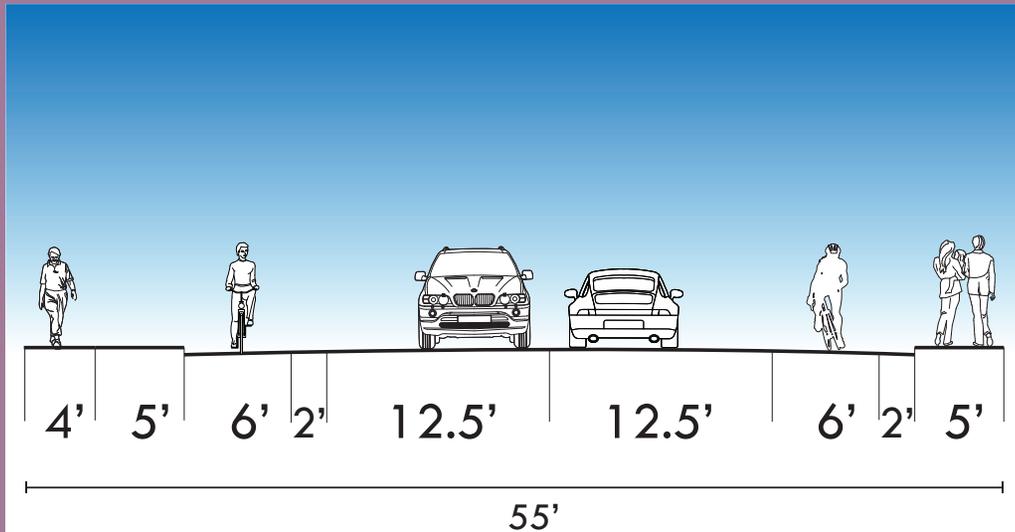
SUGARLOAF STREET



EXISTING

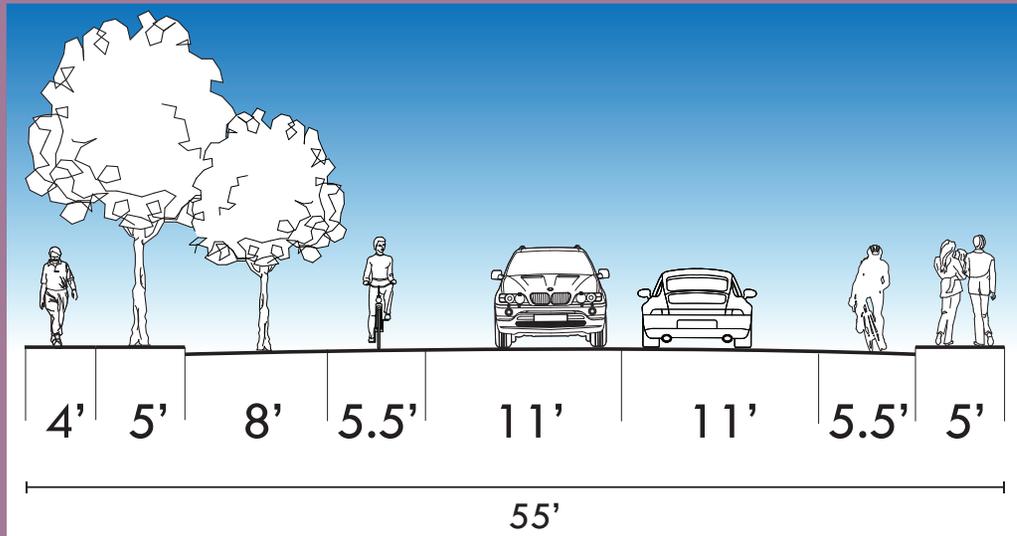
Sugarloaf Street runs between Sunderland Road to the south and the center of Downtown Deerfield. It is a two lane road with a seven foot shoulder on either side. Parts of the road are striped to allow passing on either side. The street is the main access point for those travelling from the east to Downtown Deerfield.

PROPOSED



Option 1: Buffered Bike Lanes

This option maintains the wide lanes of the street while using some of the right-of-way for buffered bike lanes on either side. As shown to the right, Sugarloaf Street is an important potential connection to the Regional Bike Network.



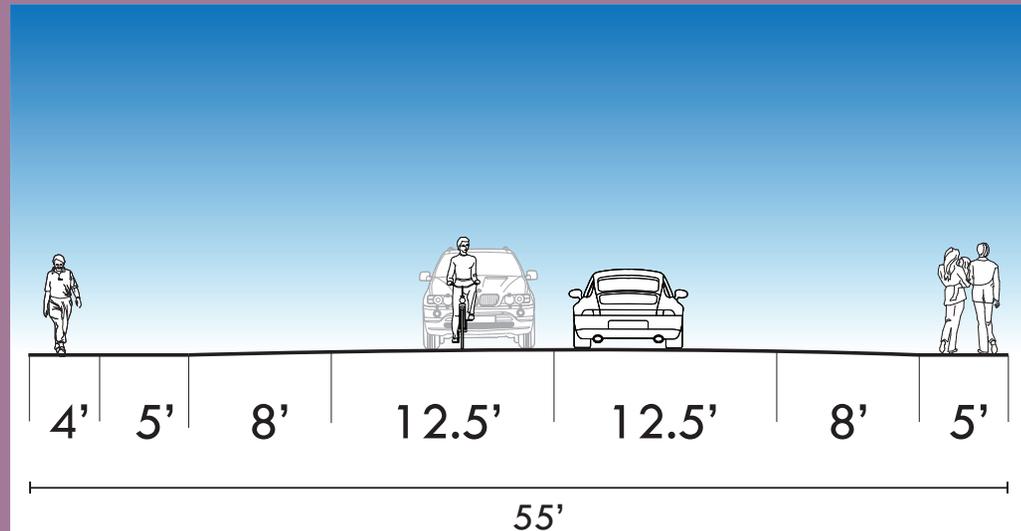
Option 2: Chicane

A chicane is a traffic calming technique that slows traffic by creating an obstacle around which drivers or bikers must navigate.

BETTER AND MORE DESCRIPTION OF WHY THIS WORKS

Option 3: Sharrow and Increased Pedestrian Buffer

The simplest of the three options, this alternative expands the shoulder or parking lane and provides sharrows on the travel lanes. As described in the Complete Streets Tool Kit, sharrows indicate that bikes may use the whole lane, and help indicate the presence of bicyclists to drivers.



4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

PARK STREET & NORTH MAIN



EXISTING

Park Street has been the subject of several recent studies and local studios. Throughout the charrette process, residents and stakeholders highlighted the area as one for change. The charrette team proposed

PROPOSED



Reverse Park Street

The charrette team performed a traffic analysis using counts taken in the area to look at different configurations for Park Street. The diagram to the left shows Park Street with its direction reversed. This configuration slows traffic on North Main as cars stop to make the turn, and prevents cars from speeding down Park Street to avoid the stop.

Moreover, the traffic analysis showed that the level of service at the intersection and around Park Street is still sufficient to process the number of cars using the roadway.



Close Park Street

The charrette team also looked at the possibility of closing Park Street. A traffic model, seen to the right, showed that even with Park Street closed, the intersection at Elm Street and Main Street would still function and would not require any additional traffic signalization.



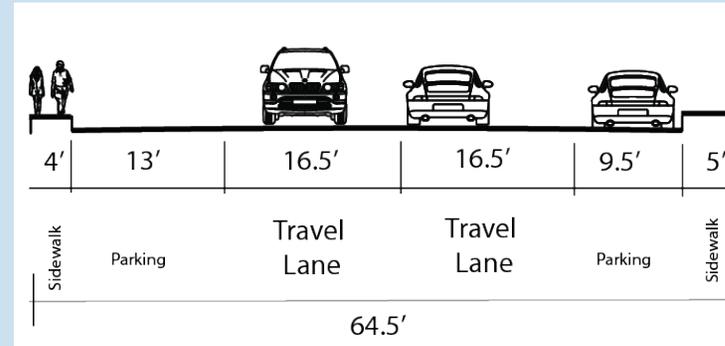
Possibilities

The diagram to the left shows the increased green space available with the closing of Park Street.

More importantly to this study, however, it shows the new and improved walking connections available in Downtown Deerfield. As streets like Elm, Sugarloaf, and North Main become greener and more pedestrian-friendly, the Town Green will not be the only inviting area. Instead, the streets will form a connected, dense, green and pleasant network of pedestrian spaces in Downtown Deerfield.

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

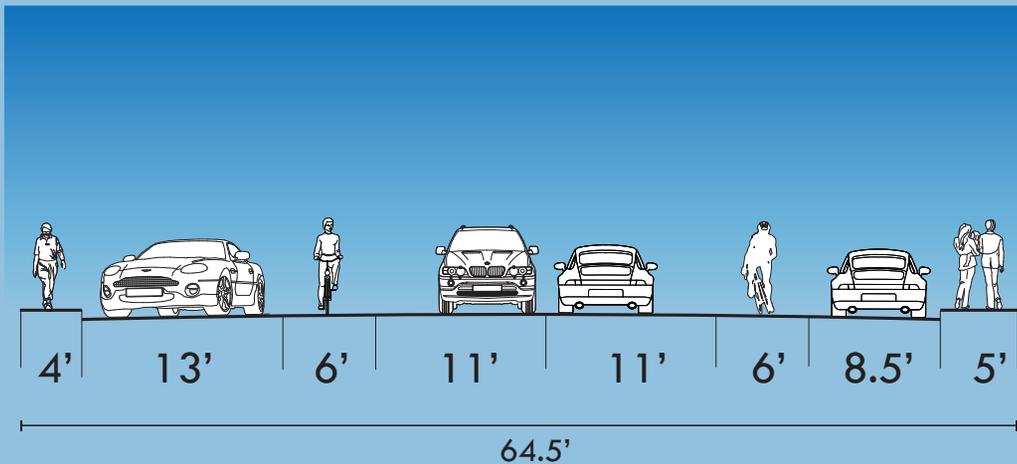
ELM STREET



EXISTING

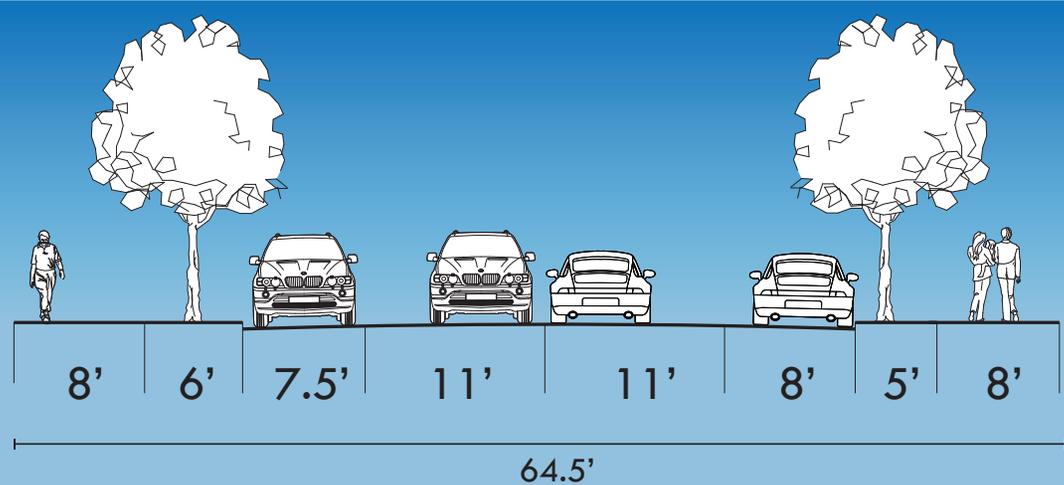
Elm Street is an important link between Route 5 and Downtown Deerfield, also serving as one of the main commercial streets of the town. The existing travel lanes are wide and sidewalks narrow, creating a car-oriented environment along what should be a lively pedestrian street.

PROPOSED



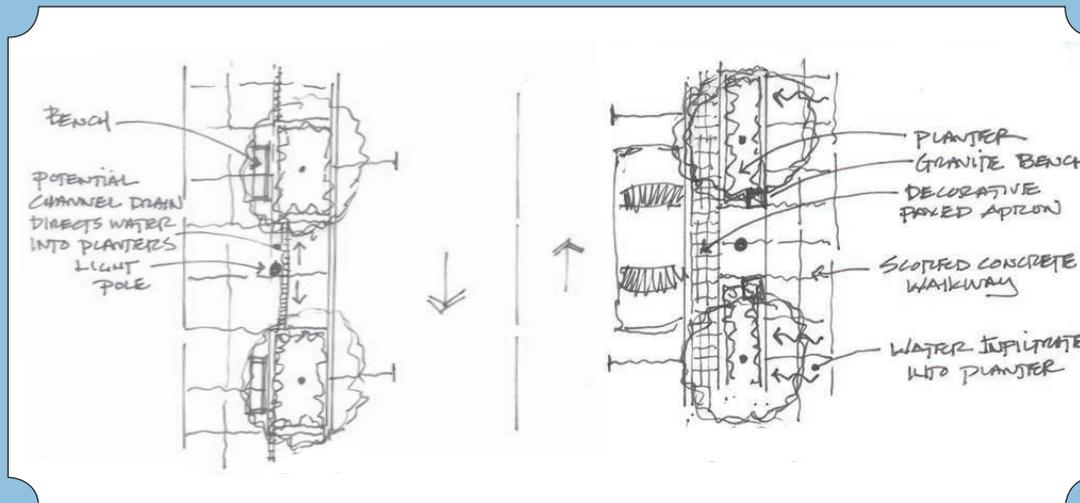
Option 1: Interim Bike Lanes

Elm Street's wide right-of-way can easily accommodate bike lanes on either side. As a gateway into Downtown Deerfield and a vital link between two County Bikeway routes, Elm Street should accommodate all modes.



Option 2: Parallel Parking with Wider Sidewalks

Widening the sidewalks on Elm Street will give the local businesses and restaurants room to expand on to the street. As shown in the concept sketches below, a wider pedestrian zone can include not only wider sidewalks, but elements such as street furniture and planters as well.



Streetscape Options

Treatments such as a scored concrete walkway and decorative aprons differentiate the sidewalk from the street and provide variation in the environment.

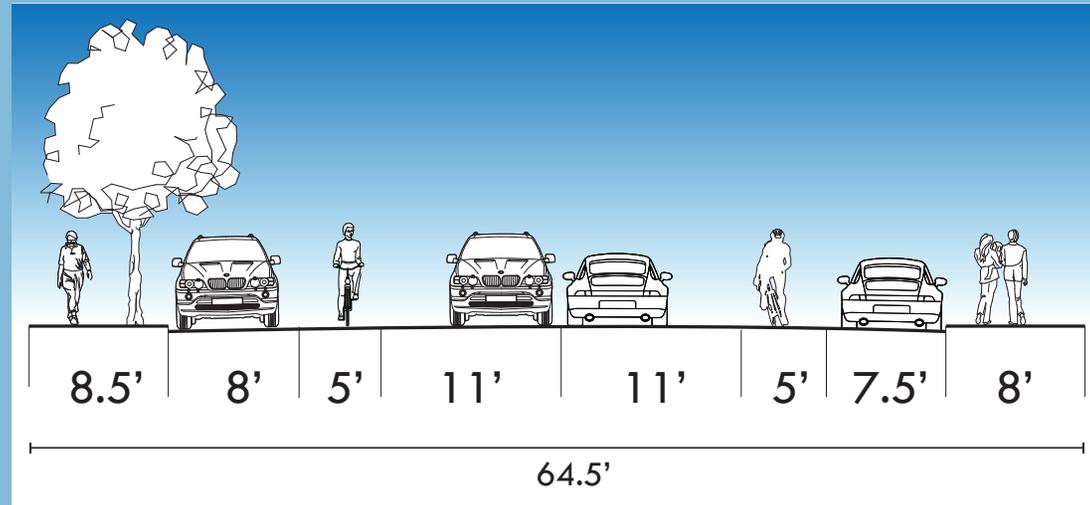
Planters can be used to filter stormwater, a practice that can help to manage water in a more sustainable way.

4. RECOMMENDATIONS: COMPLETE STREETS CONCEPTUAL PLAN

Option 3: Parallel Parking, Bike Lanes, and Wider Sidewalks

This option is truly a Complete Streets solution for Elm Street. In the cross-section to the left, one can see that this layout accommodates all modes.

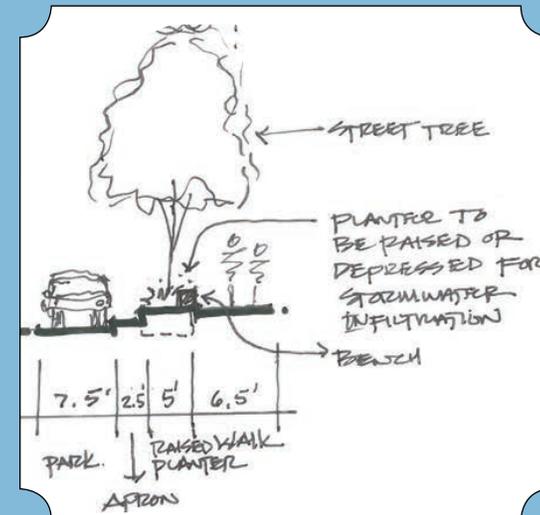
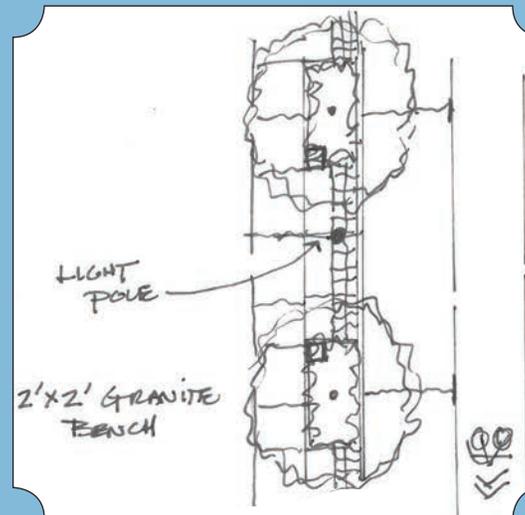
Bicycle lanes of five feet, the NACTO standard, leave cyclists room to avoid activity surrounding parked cars. An eight and a half foot sidewalk has room for trees, while on-street parking continues to serve as a traffic calming mechanism.



Other Streetscape Ideas

The conceptual drawings to the right highlight the amenities that can easily fit into the layout of Elm or other streets in Downtown Deerfield.

Benches and pedestrian-level light poles create an inviting street environment, while planters provide stormwater infiltration. A decorative apron provides another level of differentiation between the street and the sidewalk.





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IMPLEMENTATION STRATEGIES

To compliment the recommendations and strategies laid out by the Complete Streets and Livability Plan, an Immediate Action Plan is necessary to provide realistic, implementable, low-cost design alternatives for the conceptual plan that can be executed in Downtown Deerfield within one year. The consulting team has reviewed concept designs with Town staff to identify areas where changes could be made to affect the maintenance requirements and costs in the Town's best interest.

In order to sustain the hard work and momentum gained through this Complete Streets and Livability Plan, updating and creating policies that support recommendations laid out in this report and others will ensure that South Deerfield's Village Center will continue to build their community in a sustainable and livable fashion.

Included in this section are low cost design alternatives that can provide short term solutions to further conceptual designs. Ultimately, construction may require larger budgets-potentially from federal, state, and local funding opportunities. However, short term recommendations are laid out to provide achievable solutions to issues identified by the community through the charrette process.

This section also includes an estimated implementation budget as well as a list of potential funding sources and incentives programs that can help with the implementation of these

recommendations. Therefore, recommendations to the Town's bylaws will also be discussed and laid out in this section.

5. IMPLEMENTATION

LOW COST DESIGN ALTERNATIVES

[INSERT DESIGN ALTERNATIVES TEXT]



[INSERT UPDATED PAVEMENT MARKINGS MAP]

[INSERT CAPTION]

5. IMPLEMENTATION

POTENTIAL FUNDING RESOURCES

A number of funding opportunities exist for leveraging City funds to construct the projects recommended in this report. These programs offer alternatives for street design, community facilities, and other infrastructure. Key federal funding sources for walking and bicycling are available. The Federal Highway Administration provides a matrix of funding opportunities at <http://www.fhwa.dot.gov/environment/bikeped/bp-guid.htm#bp4>.

Each of these funding sources is subject to changes in state and federal law, the economy and revenue levels, and project priorities. The matrix to the right is a summary of programs as they existed at the time of this report.

[INSERT UPDATED FUNDING TEXT]



	Tool	Description	Observations
Funding and Financing for Infrastructure, Other Improvements	MassWorks Infrastructure Program	Several different grants were rolled into this program two years ago Applications once per year Encourages public/private partnership Provides funds for, among other items, infrastructure improvements	Highly competitive Typical project size about \$1 million
	Massachusetts Chapter 90 Funding	Principle source of state funded projects for municipalities for roadway and related streetscape improvements	Normally used for many municipal needs
	Federal/State Transportation Improvements and Enhancement Programs	Eligibility limited to qualifying highway and state routes, rather than smaller municipal streets and roads Funds can be used for connecting improvements for pedestrian/bicycle routes Requires inclusion and prioritization through the regional/state Transportation Improvement Program process (TIP)	Important to have a clear project plan ready to support requests
	Federal or State Special Projects	Special legislatively mandated funding allocations for particular projects Major opportunities in the past were associated with the re-authorization of the Federal Highway funding.	Funding of such projects has been significantly reduced at both State and Federal levels.
	Federal or State Special Programs	Special programs emerge unpredictably and periodically to advance various policy directions, such as the recent DOT/HUD/EPA Sustainable Communities grant program and "TIGER" infrastructure grants.	Important to have a clear project plan ready to support requests
	Massachusetts CDBG Project Funding (Economic Development Fund)	The Economic Development Fund (EDF) offers assistance to directly support physical improvements to downtown or commercial center areas, particularly affordable and workforce housing units located in downtown or commercial center areas. Housing unit rehabilitation or mixed use projects are a focus. Other physical improvement projects may be funded, but must be located in downtown/ commercial center areas, with emphasis on mixed-use development. EDF will also fund planning studies within certain limitations.	Highly competitive
	District Improvement Financing (DIF) <i>Authorized by MGL 40Q and 402 CMR 3.00 et seq.</i>	Authorizes tools to implement plan including acquisition and financing District and plan must be designated by Town Council and approved by the Mayor Financing can be from bonds or revenue from tax increments or a combination Term is a maximum of 30 years	Must follow regulations carefully
Special Zoning Incentives	Accelerated Permitting <i>Authorized by MGL Chapter 43D</i>	Bonuses for density, height, etc. that reward parcel assembly or shared parking initiatives Buildings must be 50,000 SF or more Priority development site must be designated by Town and approved by the Mayor and the State Interagency Board Permit reviews and final decisions must be accomplished within 180 days May establish a technical advisory body to review disputed provisions	Town must follow the guidelines and pay close attention to deadlines – project could be approved by failure to act within the correct time period
	Business Improvement District <i>Authorized under MGL 40O</i>	Contiguous geographic area; 75% commercial/retail/industrial/mixed use Established through local petition and local hearing process Allows management, marketing, economic development activities	Works best in affluent retail districts
Façade and Building Improvements	Grant or Loan Funding	May be available through CDBG grant sources Low-cost revolving loan programs financed by local banks has been successfully employed in some communities	Sources for grant funds are very scarce at this time.

5. IMPLEMENTATION

PROPOSED BYLAW UPDATES

[INSERT BYLAW TEXT]



5. IMPLEMENTATION

OTHER OPPORTUNITIES

Shared Municipal Parking

The profile for Downtown Deerfield behaves like many downtowns, where drivers often take care of multiple errands after parking once. Once guests arrive in the Village Center, the opportunities to shop, dine, and find entertainment on foot is greater than anywhere else in the Town of Deerfield. In a typical downtown setting of similar density to that of South Deerfield's Village Center, within 1/4 mile of the site, the total amount of parking needed would be less than if the many uses were separated by larger driving distances. Downtown Deerfield is unique in that its small scaled, mixed use and walkable design allows for these park once occurrences to happen naturally. This is a primary benefit of a mixed-use centers and is a cornerstone of smart growth policies.

Mixed use centers, such as South Deerfield, offer the opportunity to share parking spaces between various project uses in order to reduce the total number of parking spaces required compared to what the same uses. By providing shared parking near the downtown, Deerfield can encourage retail or business land uses rather than surface parking lots. Mixing uses and sharing parking offers many benefits to the surrounding community, including a more efficient use of land resources and fewer vehicle trips. Mixed-use developments create opportunities for shared parking because of the staggered demand peaks for parking associated with different uses.

All land uses generate unique levels and patterns of parking demand, varying by time of day and day of week. Parking supplies at mixed-use locations accommodate these demand fluctuations more efficiently than segregated supplies,

by accommodating peaking uses with spaces left vacant by other uses, thereby substantially reducing the overall number of parking spaces needed by a project. For example spaces occupied by daytime retail shoppers or office workers during the day are largely empty during the evening and can be filled or "shared" with residents who are parking overnight or visitors to a nearby restaurant.

This concept could be introduced in the context of Downtown Deerfield, where the municipal parking lot on Elm Street could be shared. This shared parking lot would help to accommodate existing uses and to accommodate potential growth in the downtown. This in turn would save the need to create more parking and allow efficient land use while providing the opportunity for downtown patrons to park closer to their destination and park once to run their errands.



Expanding the existing municipal lot into a shared parking space would help to create a more efficient use of land resources and create fewer vehicle trips to the downtown.



Changing Terminology: South Deerfield to Downtown Deerfield

It is well known that South Deerfield's Village Center is the shaping force behind South Deerfield's identity. As community officials and residents reflect on South Deerfield's past and plan for its future, the community vision for the Village Center is an integral piece to the conversation not only because it is located in the heart of South Deerfield, but because of the important symbiotic relationship between the two. This small scaled higher density, and mixed used center sets South Deerfield part from Deerfield's other village, Historic Deerfield. Nonetheless, it should not be forgotten that South Deerfield's Village Center serves as the Town Center not only for individuals in South Deerfield, but for the community of Deerfield as a whole.

With that in mind, South Deerfield has a great opportunity to leverage its assets to create a stronger presence in the Town through directly tying itself to its Village Center. Tweaking the terminology of "South Deerfield" to "Downtown Deerfield" will have a dramatic effect in the way people perceive South Deerfield, not as "one of the two villages of Deerfield", but an active and vital downtown center for the Town as a whole. This is a first step in creating a marketing strategy for the Village Center as another destination after the Yankee Candle Company and Historic Deerfield. This in turn will create a stronger identity for South Deerfield as a whole.

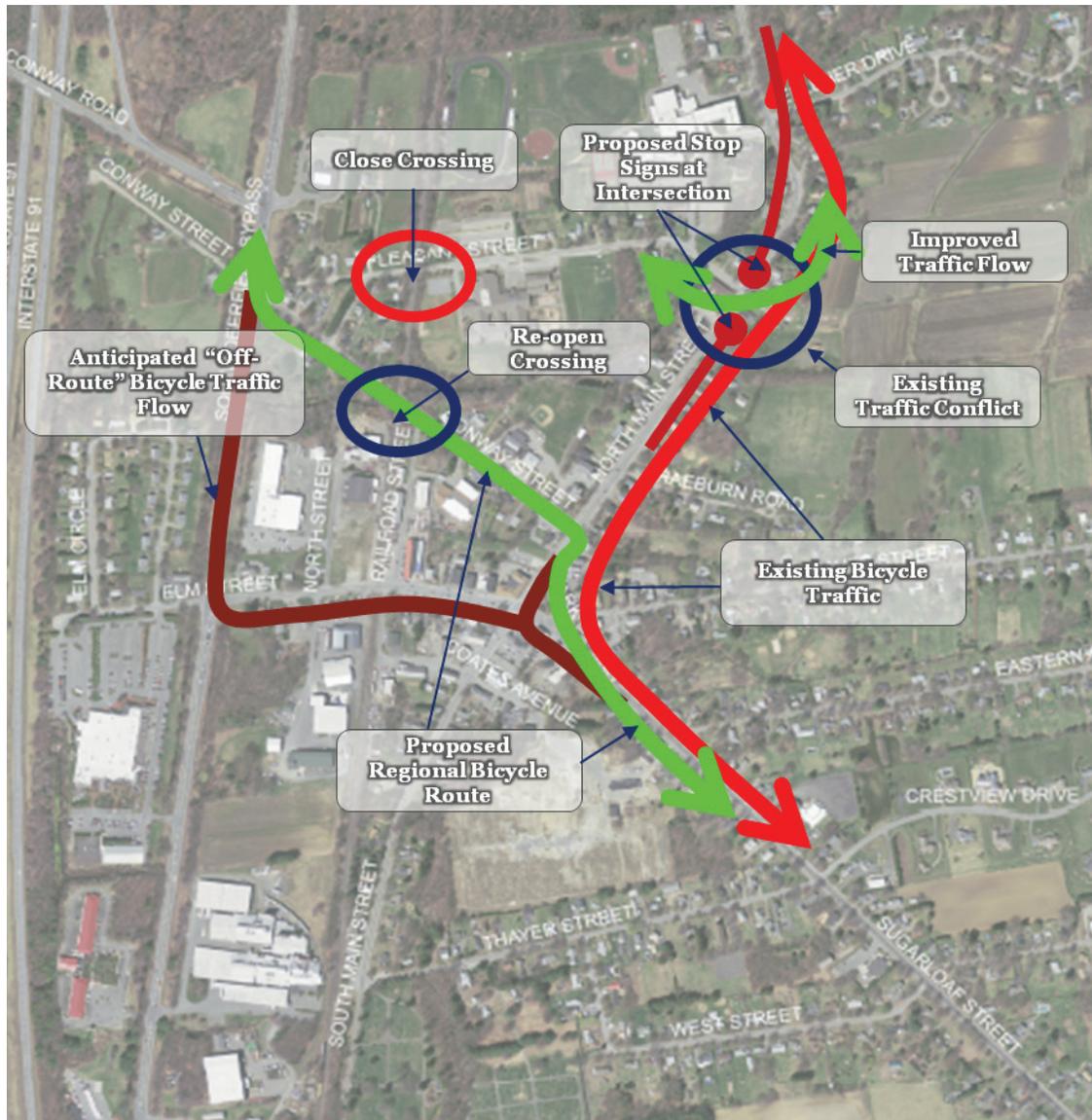


This updated sign shows the potential South Deerfield has to connect its identity more closely to the downtown center and various ways to market the center.

5. IMPLEMENTATION

Pursuing Re-Opening Conway

[INSERT CONFIRMED TEXT]



Re-opening Conway Street and closing the Pleasant Street Crossing would help to improve existing traffic conditions and circulation around the Deerfield Elementary School.



Existing conditions on Pleasant Street allow for narrow vehicle travel lanes, that do not include pedestrian or bicycle facilities.

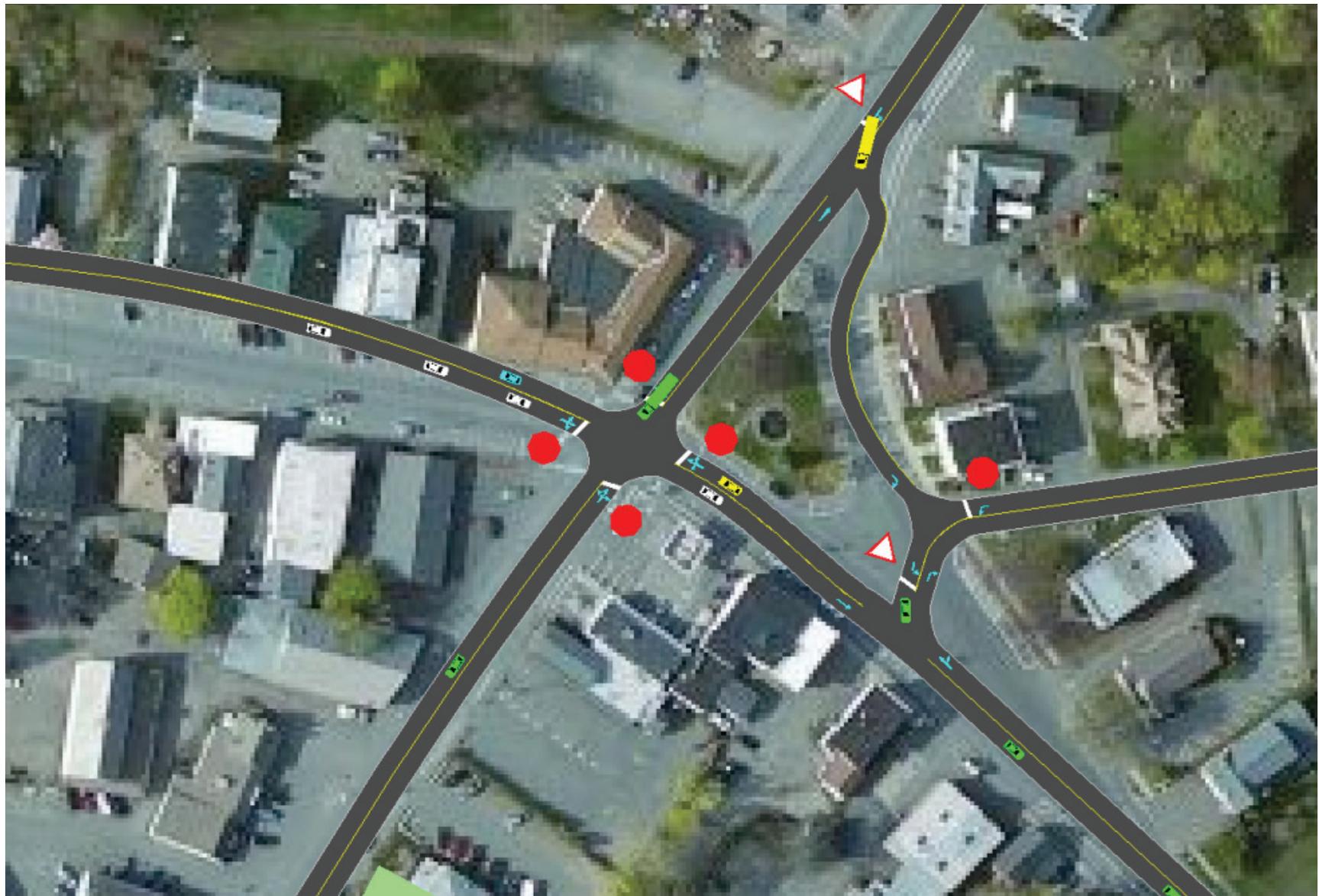
5. IMPLEMENTATION

Reverse Traffic Flow at Park Street

The redesign of Park Street has been a contentious debate among Deerfield officials and residents over the past several years, for reasons pertaining to aesthetics, safety, and historic significance. While all these are rational justifications, examining the existing conditions from a Complete Streets perspective only reinforces the safety rationals for redesigning Park Street.

Current conditions pose a hazard for motorists, pedestrians, and bicyclists alike. Cars driving toward Downtown Deerfield on Sugarloaf Street eventually encounter a wide opening in the road as they approach Park Street on the right. At this point the road is approximately 100ft with no proper roadway or crosswalk striping, making it a confusing and extremely dangerous area for all users. Furthermore, motorists that seek to avoid the stop light at the four-way stop intersection cut through Park Street onto North Main at high speeds and often time without regards to pedestrians who may be crossing.

One potential solution to create a safer circulation in this area is to reverse the traffic flow of Park Street as a one way entering from North Main into Sugarloaf. Cars entering into the newly designed Park Street from North Main would need to yield to oncoming traffic heading up North Main before turning into Park Street and likewise would need to yield at Park Street before entering into traffic on Sugarloaf. This design mechanism would help to alleviate existing concerns with cut through traffic at high speeds because motorists would need to yield at two points along the segment, and in doing so much travel as lower speeds. This design would also help to clearly define right ways for motorists, as well as pedestrians crossing along Park Street.



Traffic analysis using the program Synchro, shown above, shows that minor design change in the traffic flow on Park Street would not hinder traffic operations. In fact, this design mechanism would help to alleviate existing concerns with cut through traffic at high speeds because motorists would need to yield at two points along the segment, and in doing so much travel as lower speeds.

5. IMPLEMENTATION

ESTIMATED IMPLEMENTATION COSTS

[CONFIRMED COSTING INFORMATION]





6. IMPLEMENTATION: COMPLETE STREETS GUIDELINES

This reports outlines both a Livability Plan and a Complete Streets plan for Downtown Deerfield. However, the two are intertwined, as the Complete Streets plan helps to build upon the goals of the Regional Plan for Sustainable Development within the context of Downtown Deerfield.

Livability Plan Summary

The goals of the two plans are realistic and achievable. The Livability Plan seeks to address the following goals:

- Promote a mixed-use downtown that encourages **walkability**
- Address first/last mile barriers to transit by **connecting pedestrian, bicycle and road networks**
- Connect and improve streets for all **modes**
- Establish Downtown Deerfield as a **destination**
- Tie the **Oxford Foods redevelopment site** strongly to Downtown, promoting its redevelopment as **part of the town center**
- Promote a **“park once”** mentality in Downtown Deerfield, where people can access **multiple amenities** on foot
- Use **low impact development** techniques in street designs to mitigate the impact of stormwater
- Promote bicycling and walking through **improved facilities**

These goals align with the goals of the Franklin County Regional Plan for Sustainable

Development.

Complete Streets Conceptual Plan Summary

The Complete Streets Conceptual plan builds upon the Livability Plan by providing solutions specific to locations in Downtown Deerfield. Together, the plans address concerns brought up by the charrette process in six areas:

- Traffic Safety
- Pedestrian Safety
- Bicycle Safety
- Economic Development
- Open Space/Recreation
- Aesthetic Improvements

However, both the Livability and Complete Streets plans are inherently conceptual in nature. There are several proven on-the-ground solutions that Deerfield can take advantage of to achieve the goals listed above, and to create Complete Streets in the downtown.

Complete Streets Toolkit

Complete Streets are defined by being safe, comfortable and convenient for travel via automobile, foot, bicycle and transit. Beyond transportation, streets are places for car and bike storage as well as places to meet, to play, to eat, drink, shop and interact.

The following pages lay out a toolkit of Complete Streets elements that can be adopted to fit the framework of the Livability Plan and Complete Streets Conceptual Plan while incorporating the unique character of Downtown Deerfield. No solution is a silver bullet, but several of these elements deployed either alone or in conjunction with others can go a long way toward creating and maintaining a safe, inviting and vibrant environment for all users.

3. RECOMMENDATIONS: COMPLETE STREETS GUIDELINES

WALKING IMPROVEMENTS - CROSSINGS



Raised Crossing

Crossing areas that are flat, raised areas with ramped side. Raised crossings emphasize pedestrians crossing the street by forcing vehicles to reduce their speed in all conditions--whether or not a pedestrian is present, emphasizing distinct pedestrian space on the road. The crossing should be level with sidewalks, eliminating the needs for curb ramps.



Raised Table

A raised table or speed table is flat, raised area, typically 3-4" high. They are ramped on each side, as shown above. The raised area typically covers the entire intersection as well as all crossings, which eliminates the need for curb ramps. Raised tables are typically installed on two-lane roads with speed limits of no more than 30mph.



Crossing Islands

Crossing islands reduce the distance that pedestrians must cross at one time, allowing them to cross one direction of traffic and wait safely in the median area until traffic is clear on the other side of the street.

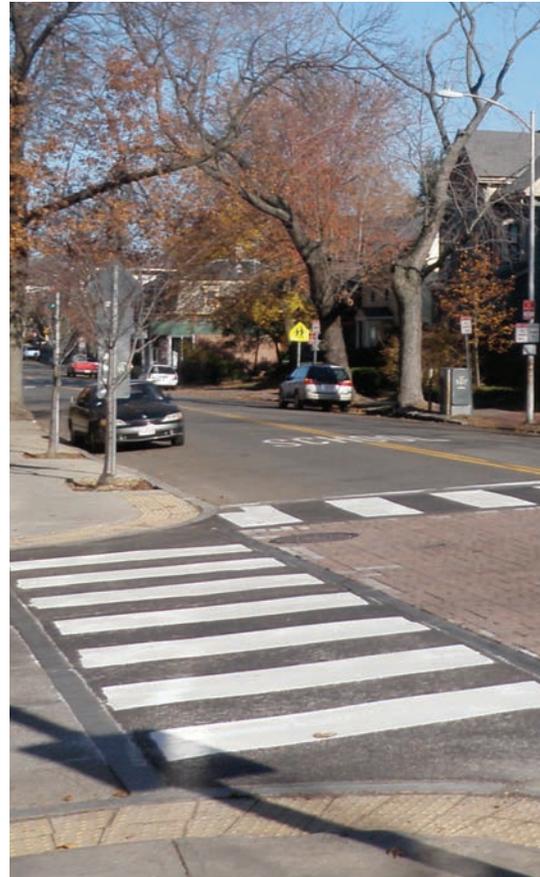


WALKING IMPROVEMENTS - CROSSINGS



Curb Ramps

Curb ramps provide improved access for any pedestrian, especially the young, infirm, and the elderly. Curb ramps are required by the ADA. Slope cannot exceed 1:12 or a maximum grade of 8.33%. Level top landing cannot exceed a 3% cross-slope.



International Crosswalk Standard

Crosswalks should maintain consistent marking patterns so to avoid confusion with stop bars, and to be seen well from a distance.



Textured or Colored Crossings

Special crossing treatments ensure visibility and awareness of crossings. Inlay tape is recommended, as well as granite paints or stamped colored concrete. Design should not impair wheelchair movement, and maintenance considerations should be taken into account in colder climates.

3. RECOMMENDATIONS: COMPLETE STREETS GUIDELINES

WALKING IMPROVEMENTS - SIDEWALK



Connected Sidewalk Network

A continuous sidewalk or side-path network on both sides of each street with frequent crossing opportunities does not require pedestrians to travel out of their way to reach destinations.



Wider Sidewalks

Wider sidewalks provide sufficient space for people (including children) to interact and socialize, not just walk, while allowing for enough room to comfortably walk down the street.



Avoid Wandering Sidewalks

Allow pedestrians to reach their destinations directly and not feel as if they are being led astray.



WALKING IMPROVEMENTS - SIDEWALK



Source: Dan Burden,



Lake Oswego, Michigan, 2006. Dan Burden



Portland, Maine, 2006. Dan Burden

Provide Flat Walkway Where Driveway Slopes

To support continuity of the walking path and to accommodate wheelchairs, the sidewalk should not dip when crossing driveways; instead, the driveway should be raised to meet the sidewalk to slow traffic and provide a safe place for crossings.

Maintain Sidewalks Across Driveways and Curb Cuts

Continuing sidewalk texture and visual appearance across driveways and curb cuts help to maintain a sense of pedestrian dominated space and continuity across areas where cars are present.

Keep Sidewalks Clear

Maintain a walking zone that is clear and unobstructed and provide ample space for walking in groups. Installing amenities, such as benches, shade trees, trash barrels, etc., and allowing outdoor seating should be encouraged, but maintaining sidewalk width of at least five feet is important.

3. RECOMMENDATIONS: COMPLETE STREETS GUIDELINES

BICYCLE NETWORK



Sharrows

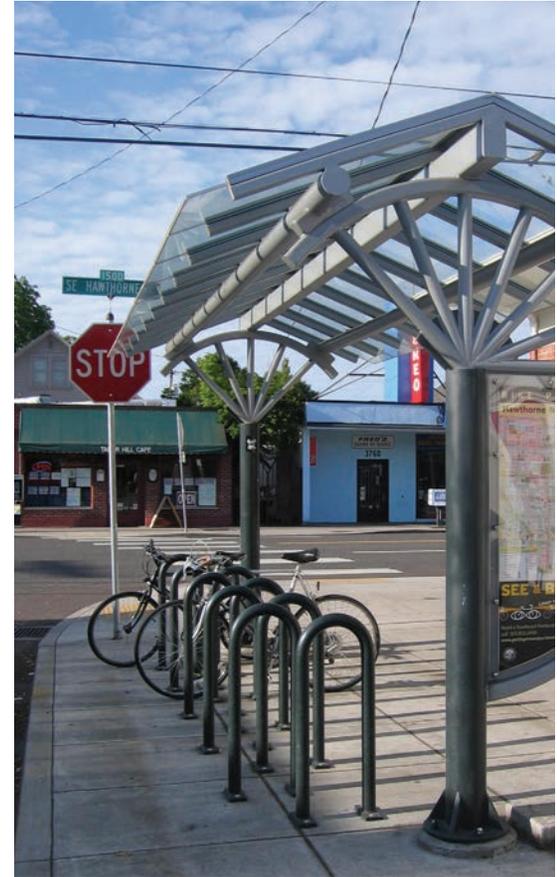
The signing and chevron pavement markings are an easy addition that provide great value to bicyclists and motorists, especially where full bike lanes have not been accommodated in the available right-of-way.



Intersection Bike Facilities

Bike facilities at intersections have the following characteristics:

- Avoid unusual conflicts
- Provide direct path for cyclists, close to that of motor vehicles
- Bicyclists should be visible; their movements should be predictable
- Simple right angles best for bicyclists



Bike Parking

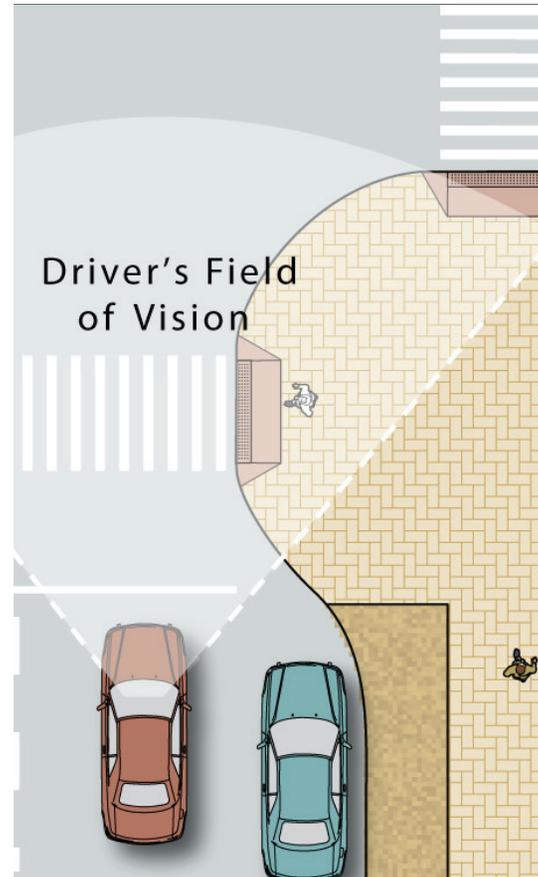
Bicycle parking facilities should be located in the “furnishing zone” of the sidewalk, out of the way of the main pedestrian path and driveways. Curb extensions can be a good location for bike racks. Longer-term bike parking should also be provided in convenient, shaded, well-lit locations to maximize safety and ease of parking.



DRIVING SAFETY



Source: Peter Swift. Rigorous analysis of data from the Institute of Transportation Engineers demonstrates that the survival rate for pedestrians struck by a motor vehicle traveling at 65km/h is only 15%. At 48km/h, the survival rate increases to 55%. At 30km/h, the survival rate exceeds 95%. Therefore, 40km/h is considered an absolute maximum acceptable traffic speed in urban communities.



Slower Speeds

To maximize pedestrian safety, optimal vehicle speeds should be 20 miles per hour, with a posted speed limit of no greater than 30 mph.

Curb Extensions

Curb extensions shorten the pedestrian's crossing distance, reduce vehicle turning speeds, and make pedestrians more visible to drivers.

Access Management

Reducing the number of, width, and frequency of curb cuts helps to promote walkable, safe streets. Standards should include that the sidewalk should be level across the driveway, which necessitates a slower-speed raised entry/exit, as opposed to a dropped curb.

3. RECOMMENDATIONS: COMPLETE STREETS GUIDELINES

DRIVING SAFETY



Oxnard, California, 2006. Dan Burden

Narrow Curb Radii

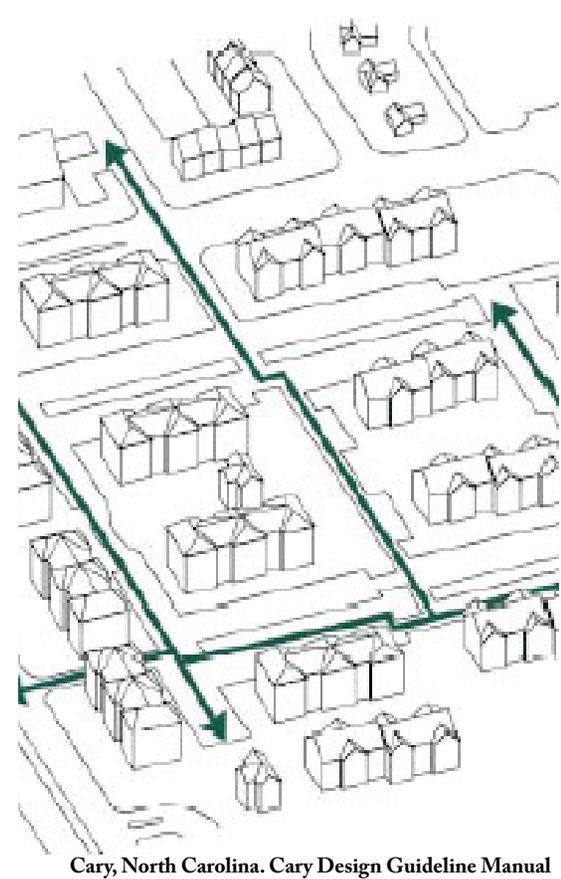
A tighter curb radius means not only a shorter crosswalk, but also a slower turn for vehicles. Wider curb radii encourages taking turns at higher speeds at intersections, already a point of conflict for pedestrians, cyclists, and drivers.



Bedford Avenue in Brooklyn Jackson Wandress

Narrow Travel Lanes

To increase pedestrian safety, driver caution, and to reduce vehicular speeds, narrower roads naturally cause drivers to slow down. Narrowing a lane from 11' to 10' reduces speed by 7mph. Lower volume roads can tolerate 9' lanes, and local residential yield streets may have a two-way travel area of 18' or less.



Cary, North Carolina. Cary Design Guideline Manual

Increase Connectivity with Other Streets

To provide a variety of direct routes for reaching a destination, to slow speeds due to frequent intersections, and to increase emergency access, a street grid aids in spreading out movement on multiple connections.



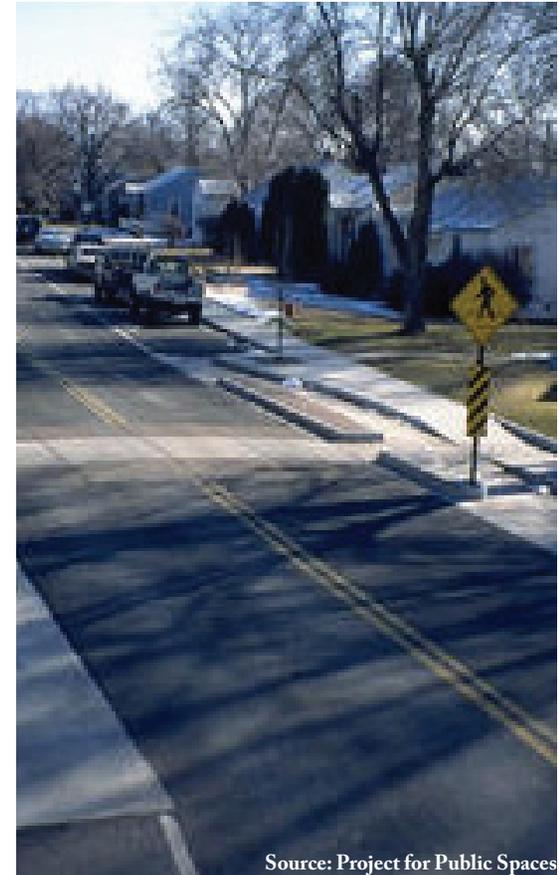
DRIVING SAFETY



Source: Dan Burden



Columbia Street, Cambridge, MA
Calm Streets Boston



Source: Project for Public Spaces

Speed Humps

Speed humps, or bumps, maintain slower vehicular speeds and driver awareness. Implement with a grade of 8% or less, on local roads only, with speed limits of no more than 30mph, up to two travel lanes. Height is generally 3-4" high.

Chicanes

To reduce speeds and create more greenery, curb extensions that alternative from one side of the street to the other help slow vehicular speeds. Chicanes are often landscaped and add to interest on the street.

Chokers

To slow vehicles at mid-points along blocks, create room for landscaping, and define transition from commercial to residential areas, curb extensions that widen mid-block can reduce the width of a travel lane. This slows traffic and makes for a shorter pedestrian crossing.

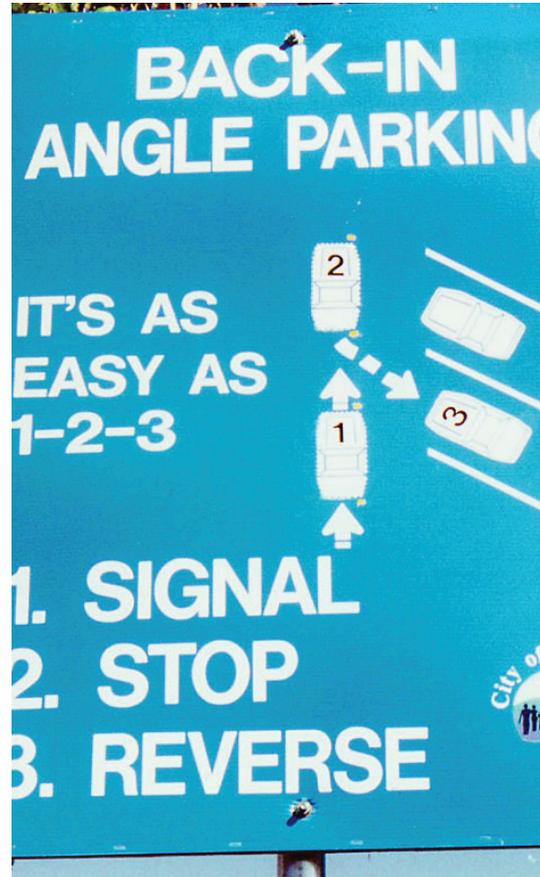
3. RECOMMENDATIONS: COMPLETE STREETS GUIDELINES

PARKING



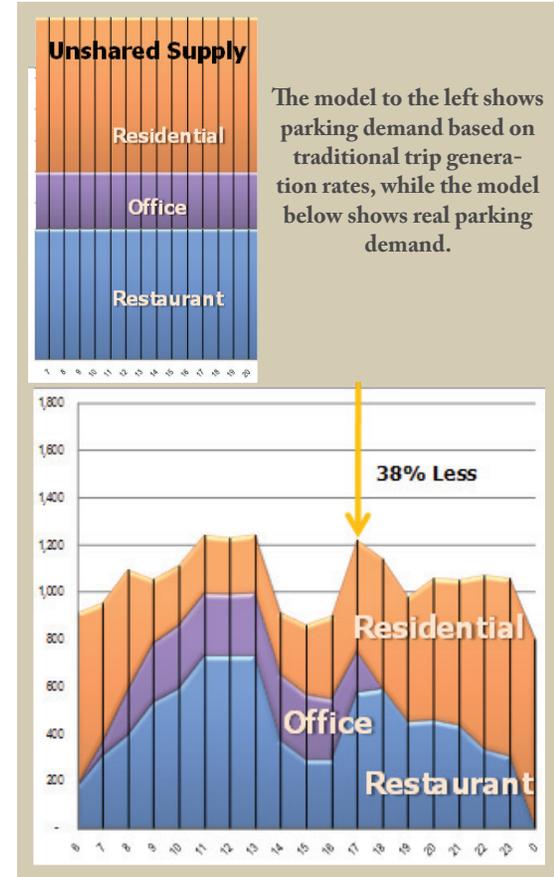
On-Street Parking

On-street parking provides more activity on the street, supports adjacent commercial uses, provides a buffer for pedestrians between the sidewalk and moving traffic, and serves to calm traffic, providing pedestrians a sense of safety as they stroll, shop, and converse on the sidewalk



Head Out Parking

Reverse angle parking, also called back-in angled parking, is similar in dimension to typical reverse angle parking but provides substantial safety benefits by improving the driver's field of vision, allowing them to identify oncoming cyclists and vehicles before pulling out into traffic.

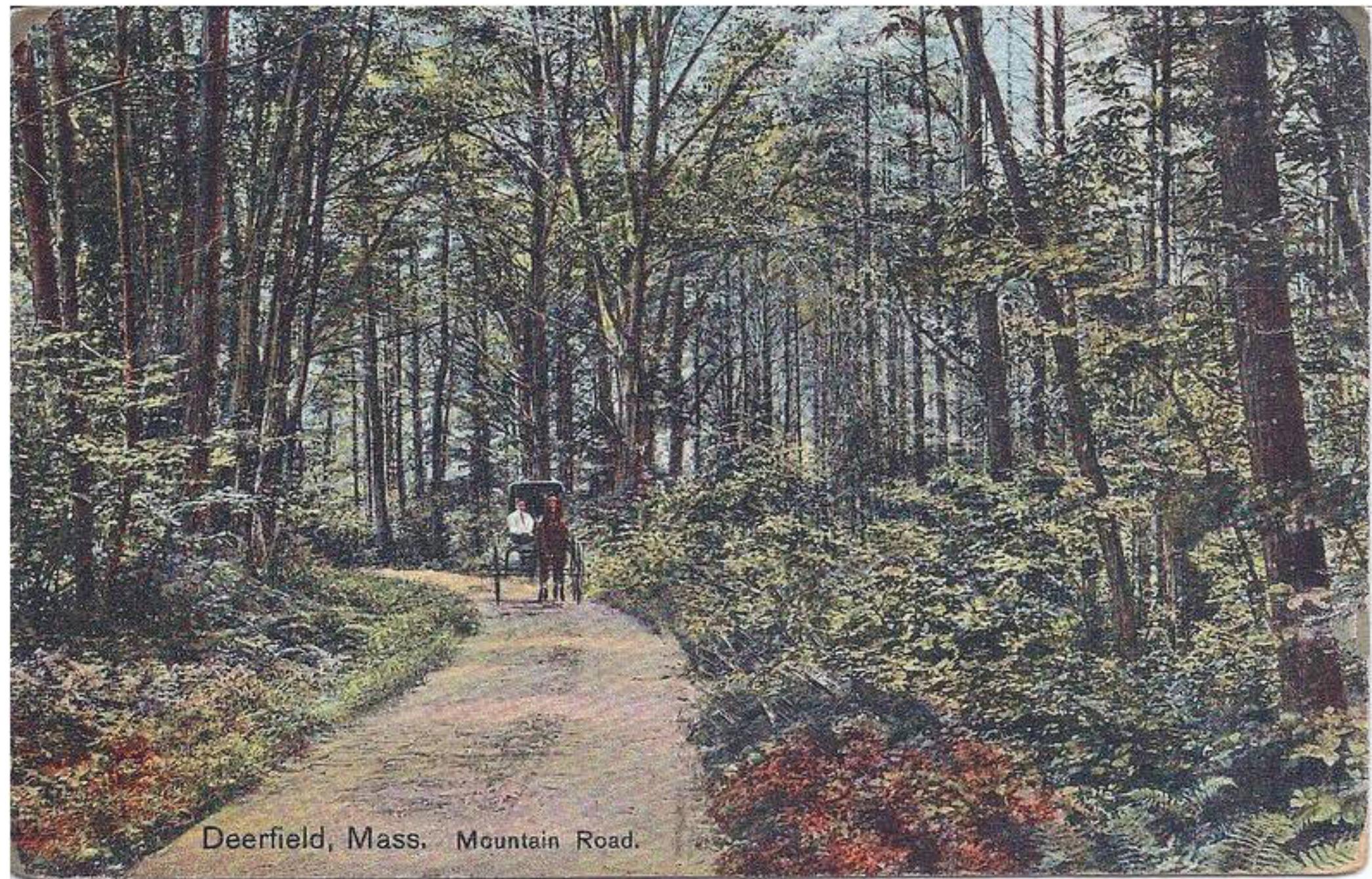


Shared Parking

Shared parking means that parking spaces are shared by more than one user, which allows parking facilities to be used more efficiently. Shared parking takes advantage of the fact that most parking spaces are only used part time by a particular motorist or group, and many parking facilities have a significant portion of unused spaces.



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Deerfield, Mass. Mountain Road.

MEDIA RELEASES AND FLYERS

GAZETTENET.COM

Published on GazetteNet (<http://www.gazettenet.com>)

Max Hartshorne: Neighbors meet on ways to make South Deerfield more livable

By
Thursday, October 11, 2012

Readupoint: Travel and Voracious Reading

By Max Hartshorne

Tuesday night, a few dozen neighbors and I pored over blowup aerial photos of our town. We had gathered at the invitation of Bernie Kubiak, the town manager, who is using a HUD sustainability grant to develop a Complete Streets and Downtown Livability Plan for the South Deerfield village center. The group of townspeople are members of a committee to provide ideas on how to make our town better.

The group is diverse - many volunteers have only lived in town a short while, and others, their whole lives. I gain my New England cred by being here 22 years, and by once owning a cafe that made the town center much nicer, thank you very much. As we went around the room doing introductions, the most common theme was how unpedestrian friendly our village has become. I piped up about the lack of bike lanes, and wanting us to do something with the town land near Greenfield Savings Bank that's an empty lawn.

One target that got the most ink on the aerial photo maps was the pesky triangle that serves as our town common. It's an island bisected by busy roads, and many said they wished it felt safer to let their kids ride all the way to Yankee Candle, or to school. Many felt that with all of the curb cuts and the way the cars are blocked visually by parked vehicles, it's pretty dangerous.

Officials of the consulting company who are organizing these meetings plus a townwide charette said that often road paint provides a simple and inexpensive answer. They showed slides of how pedestrian safety was enhanced near Smith College by painting huge white stripes for crosswalks.

We marked up the maps with red and green pens and pondered the future. One thing that's coming which may have a huge impact is daily train service from Springfield to Vermont, which crosses right through our

downtown. Many felt that this train crossing was already a problem - what will it be like with 20 or 25 Amtrak trains passing through filled with passengers on the new Knowledge Corridor?

Stay tuned for many more meetings and ideas, and hopefully our town will be a little more livable as a result.

Max Hartshorne has been the editor of the GoNOMAD.com travel website since 2002. He gets on a lot of airplanes, writing travel stories and posting daily blogs on Gazettenet and on his site. He lives in South Deerfield, where he used to have a cafe.

Source URL: <http://www.gazettenet.com/blogs/2293866-95/town-deerfield-felt-hartshorne>

THE RECORDER

Published on the *Greenfield Recorder* (<http://www.recorder.com>)

South Deerfield sets goals for downtown

By KATHLEEN McKIERNAN Recorder Staff
Sunday, October 14, 2012

SOUTH DEERFIELD — As Yankee Candle shoppers travel Routes 5 and 10, tree-lined sidewalks, clear crosswalks, bicycle lanes and a coffee shop bring them toward Sugarloaf Street in the downtown center of South Deerfield.

The village, where train tracks do not serve as speed bumps and the Cumberland Farms gas station is not the focal point of a four-way intersection, serves as the gateway to the town.

This utopian view is what 24 South Deerfield residents dream and hope to turn into a reality. These residents make up a steering committee that will work with a national transportation planning firm, Nelson Nygaard, who the town hired to help make the village center more pedestrian and driver friendly.

The project — called South Deerfield Complete Streets and Downtown Livability Plan — is part of the Franklin Regional Council of Government's plan for sustainable development, which includes a compilation of countywide goals. It is paid for by a \$40,000 federal Housing and Urban Development grant and \$20,000 of town funds. Nelson Nygaard completed a similar project on Route 9 in Northampton.

South Deerfield's goal is traffic calming — a new focus on pedestrian safety and accessibility and a better connection between two commercial areas. The hope is to have changes implemented within 12 months. These changes could be as simple as sidewalk widening, more trees, or even colored paint on crosswalks.

Some of the issues Nygaard observed include missing curb cuts and crosswalks, sidewalk gaps and the lack of aesthetics like trees and pedestrian lighting.

The common theme on the wish list of residents include is sidewalk safety, economic development and an attractive center.

"I want to make sure the downtown is safe for people and our downtown stays viable," said Selectman Carolyn Shores Ness, who is also on the committee.

Library Trustee and school crossing guard Sharyn Paciorek said she wants to see the village become the gateway to Deerfield.

"What will we do to bring people off Routes 5 and 10?" she asked.

Deerfield Elementary School teacher Lori Roche said, "There is always overflow at the Yankee Candle parking area. No one comes here."

Karen Michaelowski, an interior designer, said the town needs more green space and beautification.

"We need a lot less pavement," she commented.

Frank Moro of Fisher's Garage on Sugarloaf Street said he hopes to see a reason for people to come into town.

"It's a shortcut to UMass in a lot of cases," Moro said. "People come into the garage and go to town and they're back in five minutes. There is nothing to do."

Max Hartshorne used to run the former cafe on Sugarloaf Street for five years before it closed. He wants economic development and perhaps a bike lane.

"There's no bike lane. The other day I rode the sidewalk," Hartshorne said.

The other area the consultants reminded residents to consider is the former Oxford pickle factory property. One possible option is to transform the 150,000-square-foot site to a mixed-use site with 72,450 square feet of retail space, 38,000 square feet for office space and 30 condominiums.

Though the decision is in the hands of residents, the engineering firm did have three alternatives.

The first option is the cheapest at \$200,000. It includes sidewalk construction or reconstruction, more crosswalks and streetscape designs.

For \$650,000, the second option would include more expansive streetscape and roadway improvements.

For \$850,000, the third option includes the work involved in the first two options. It adds brickwork, a pedestrian walkway on Park Street, road narrowing on Sugarloaf and North Main Streets and a gateway on Sugarloaf Street.

The three prices are cost estimates.

The next step is a community charrette, which includes a walking audit, community workshops and focus group meetings. The public meeting will take place Nov. 15 through 17.

The project deadline is June.

Kathleen McKiernan can be reached at:
kmckiernan@recorder.com

Source URL: <http://www.recorder.com/home/2285765-95/deerfield-south-residents-sidewalk>



THE RECORDER

Published on the *Greenfield Recorder* (<http://www.recorder.com>)

Deerfield to discuss downtown center's future

By KATHLEEN McKIERNAN Recorder Staff
Monday, November 12, 2012

SOUTH DEERFIELD — This week, Deerfield residents and business owners will have a chance to tell town officials and nationally known transportation planners what they want out of their downtown center in the South Deerfield.

Possible visions for the town could include tree-lined sidewalks, clear crosswalks and a local coffee shop. Whatever the town may become, the ultimate goal is to attract travelers from Routes 5 and 10 to Sugarloaf Street and to make the downtown the gateway to Deerfield.

A team of transportation planners and consultants are coming to the town Thursday through Saturday to discuss improvements to the village center as part of the town's Complete Streets and Downtown Livability Plan. Deerfield residents, local employees, merchants and business owners will be able to participate in a series of interactive public workshops.

"Our goal is to look at what factors of the built-in social and economic environment of Deerfield really can be changed to help improve the livability of the South Deerfield center," said Jason Schrieber, the principal of Nelson/Nygaard Consulting Associates.

Nygaard is the main transportation planner behind the project, along with Doucet & Associates.

Nelson/Nygaard was founded in 1987 and has offices across the United States and a work base that covers five continents. Doucet & Associates offers civil engineering design and consulting, land planning and surveying consultation. It was founded in 1992 in Austin, Texas, expanded to New England with an office in Northampton in 1997. One project Doucet is working on is a redevelopment of the Clarke Schools for Hearing and Speech campus in Northampton.

Schrieber said the plan is for the community to tell the project planners what they do like and don't like in the town and how the center can be improved.

"We are interested in hearing from parents on how better kids can interact, from local business owners on how they can benefit by improved downtown access and safety and from landowners whose property values may be impacted by changes," Schrieber said. "Our goal is to get as much input as possible."

The public workshops will be held at the town hall at 8 Conway St. At 7 p.m. on Thursday, the community will frame the problems and discuss how to improve South Deerfield. On Friday, from 4 to 8 p.m., residents will discuss solutions and potential changes to the downtown. On Saturday, at noon, the community will focus on final plans. The project partners intend to have a final report by the end of the year.

The project team is also making itself available at the Frontier Community Access Television studio at 8B Elm St., where the public can drop in from 9 a.m. to 9 p.m. Thursday and Friday and Saturday until noon.

Before Thursday, the town also asks residents to fill out a survey on the project. The survey can be found on the town website: www.deerfieldma.us.

In October, the town held a meeting with the volunteer steering committee made up of 24 residents. The committee identified several goals for the downtown, including the promotion of economic development, improved aesthetics, enhanced safety for pedestrians and bicyclists and calming traffic measures.

The hope is to identify low-cost projects that the town can implement within 12 months. These changes could be as simple as sidewalk widening, more trees, or even colored paint on crosswalks.

Deerfield's Complete Streets project is part of a regionwide project promoting sustainable development. Spearheading the project is the Franklin Regional Council of Governments. Greenfield, Montague and Orange are other local towns working on similar projects that stem from the FRCOG's plan.

Deerfield's project goals mirror the COG's, which are to understand key issues impacting the region and to create a vision for sustainable development and redevelopment to guide future growth; to identify housing, transportation, economic development, energy conservation, natural resource protection, and infrastructure needs and priorities; and to build local and regional capacity and increase collaboration among regional agencies and communities.

Deerfield's Complete Streets is paid for by a \$40,000 federal Housing and Urban Development grant and \$20,000 of town funds.

You can reach Kathleen McKiernan at:
kmckiernan@recorder.com
or 413-772-0261, ext. 268.

Source URL: <http://www.recorder.com/home/2791078-95/deerfield-town-project-downtown>

THE RECORDER

Published on the *Greenfield Recorder* (<http://www.recorder.com>)

COG behind S. Deerfield's downtown plan

By KATHLEEN McKIERNAN Recorder Staff
 Tuesday, October 16, 2012
 (Published in print: Wednesday, October 17, 2012)

SOUTH DEERFIELD — The South Deerfield Complete Streets and Downtown Livability Plan is one of four projects designed to enhance economic development and transportation and safety across Franklin County.

Throughout the next year, changes may pop up across the county's four largest towns — Deerfield, Greenfield, Montague and Orange — as these municipalities implement sustainable improvement projects.

The Franklin Regional Council of Governments is the mastermind behind the projects that will unfold.

In 2010, the FRCOG became one of 45 groups nationwide to receive a Sustainable Communities Regional Planning Grant from the federal Department of Housing and Urban Development.

It received \$425,000 to implement a regional planning grant program.

Partners in receiving the grant include Community Action, Franklin County Regional Housing and Redevelopment Authority, North Quabbin Community Coalition, Franklin County Community Development Corp., Greenfield, Montague, Orange and Deerfield.

To receive the grant, the FRCOG had to include the four largest towns.

FRCOG Transportation and Land Use Planner, Megan Rhodes, said the FRCOG reached out to other Franklin County towns, but none other than the larger towns expressed interest.

Each of the four towns receive part of the grant to start local housing, transportation and economic development plans. Deerfield, Greenfield and Montague each received \$40,000. Orange received \$30,000. Each town added its own matching grant.

Deerfield identified the walking and driving conditions in the South Deerfield Village center as its need.

Greenfield is implementing a master plan to promote economic development throughout Main Street.

Orange is updating its subdivision and zoning bylaws to emphasize sustainable development.

Montague is planning a livability plan for Turners Falls.



Town of Deerfield Complete Streets Charrette & Public Workshops

Join us:

Thursday, November 15th | Friday, November 16th | Saturday, November 17th

Please see Town website for details: www.deerfieldma.us

Drop in on our Studio any time from 9am-9pm, Thursday & Friday
 8B Elm Street [FCAT Studios]

We need your input, ideas and help drawing!

The Town of Deerfield is developing a **Complete Streets and Downtown Livability Plan**.

Come to a series of hands-on workshops and discuss improvements you would like to see in South Deerfield Village Center and beyond. Your feedback will guide the development of the Plan. Please come to share your thoughts, ideas and concerns about Deerfield.

All are welcome to attend any parts of these events.

Questions?

Please contact:

Bernie Kubiak
 Town Administrator
 & Project Technical Professionals
completestreets@town.deerfield.ma.us

413-665-1400 xt 104

Attend these public events at 8 Conway Street [Town Hall]:

- How Can We Improve South Deerfield? Thursday at 7pm
- Potential Changes to Downtown, Poster Session: Friday, anytime 4-8pm
- Final Complete Streets & Livability Concepts: Saturday, 12pm



Have a moment?

Please fill out our **survey** on the Town website:
www.deerfieldma.us

Who Should Attend?

- Deerfield residents
- Local employees
- Merchants
- Business owners
- Nearby residents
- Regular customers



CHARRETTE SCHEDULE



COMPLETE STREETS AND LIVABILITY CHARRETTE SCHEDULE

Time	Session	Description	Participants
Thursday, November 15th: Framing the Problems			
9-11	Field measurements	Intersection analysis Field traffic observations	Charrette Team & Town Staff
11-12	Walking Tour	Operations, land uses, safety, design, etc.	Town Staff Town boards & committees Public welcome
12-1	<i>Lunch</i>		
1-4	Stakeholder meetings	Focus groups	Downtown businesses, UMass, Energy Committee, others
4-6	Issues mark-up session	Mapping & presentation prep	Charrette Team/Public drop-in
6-7	<i>Dinner</i>		
7-9	Kick-off public workshop	Goals, issues, needs, visioning	Public
Friday, November 16th: Testing Solutions			
8-4	Schematic alternatives & policies	2-3 alternative plans Select renderings Operational policies	Charrette Team
	Stakeholder meetings	Focus groups	Key stakeholders, Deerfield Academy, Energy Committee etc.
10-11am	Deerfield Academy Meeting	Jeff Jewett (Sustainability coordinator & teacher), David Thiel, Kevin Finan (CFO) Location TBD	Charrette Team, Deerfield Academy
12-1	<i>Working lunch</i>		
1-2	Yankee Candle Meeting	Yankee Candle conference rooms	Charrette Team, Yankee Candle
3:15-4:15	Deerfield Academy Meeting	Jeff Jewett (Sustainability coordinator & teacher), David Thiel Location TBD	Charrette Team, Deerfield Academy
4-8	Alternatives testing	Schematic Plan Drafting/Open House	Charrette Team/Public drop-in
	Stakeholder meetings	Focus groups	Key stakeholders, Deerfield Academy, etc.
6-7	<i>Working dinner</i>		
Saturday, November 17th: Final Concepts			
9-12	Final plans & policies	Final schematic and policy/plan presentation	Charrette Team
12-1	Public Presentation	Draft Final Plan	Public

Legend:

	= "Somewhat" closed team sessions
	= Stakeholder meetings
	= Open drop-in/working sessions
	= Public meetings

CHARRETTE PARTICIPANTS

South Deerfield Charrette

November 15, 2012

NAME	AFFILIATION	CONTACT
Marisa Brooks	resident	McBmom5555@gmail.com
Ken Schoen	Center Village Business owners	also both Ken@schoenbooks.com
Jane Trigère	+ residents on Historic Commission	Jane@trigere.com
Richard Easton	walker, biker town resident	RichardEaston@comcast.net
Marjorie Shearer	resident	MASrums@gmail.com
Betty Hoelingsworth	deerfield Historical Comm	
Jim Reid	downtown office	Jim Reid jbreidds@aol.com
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7. APPENDIX

South Deerfield Charrette

November 15, 2012

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South Deerfield Charrette

November 15, 2012

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BOB BEDNARSKI	NONE	
Richard Junon	Retired	774-5329