



Topsfield Downtown Revitalization Plan

Prepared for the Town of Topsfield
by the Metropolitan Area Planning Council (MAPC)
November 6, 2019

Outline

01 Plan Update

02 Wastewater Discussion

03 Parking Discussion

04 Vision, Goals, Strategies

05 Next Steps

Planning Process

The Downtown Revitalization Plan will take 8 months to complete.

We will have opportunities for community members to provide feedback throughout the process.

SPRING '19

Meeting with Board of Selectmen

Formation of the Working Group

SUMMER '19

Business/Property Owner/Developer Roundtable

Outreach

FALL '19

Community Visioning Session for the Downtown

Draft Plan Development

Working Group Feedback on Draft Plan

Final Plan Written

WINTER '20

Final Plan presented to Board of Selectmen



Work Done To Date

Updates

- Discussions with property owners
- Storefront improvement program



Wastewater Discussion

Key Questions

- Current conditions
 - Current regulations
 - Current capacity and opportunities for development based on that capacity
- Upgrades needed for development
 - Strategies for pursuing needed upgrades




Parking Presentation

Stantec

- The parking recommendations will be incorporated into the plan following discussion and review

Review of Vision + Goals





Online Open House Feedback: Comments

“Thank you all very much. Thank you for the opportunity to provide feedback.

I think we need not look too far for an excellent example, Hamilton. Topsfield needs to support a pleasant downtown area, void of all the terrible Jersey barriers and anger over the unkempt village. We need to work together to support a grocery store, a hardware store, and a few restaurants that have at least a beer and wine license to serve their patrons. We have more than enough banks, insurance agencies, and terrific sub/sandwich shops.”



MY VISION FOR DOWNTOWN TOPSFIELD

businesses that are
destinations; get people
to stay after work
in downtown Tops.
+ fix up shopping plaza

Pub shop
Gift shop
vintage signage
hanging planters
street lamps

Nicer outdoor
area

Better
signs outside
plaza

Repair
parking lot
+ building

Dog Park

Furners
Market

brand
A better
attractive
shops

*
yes!

tell us what you want to see!

Vision and Goals

- What do you like/ resonate with?
- What is missing?
- What should be changed?

WHAT TYPES OF PUBLIC SPACE USES WOULD YOU LIKE TO SEE IN DOWNTOWN TOPSFIELD?



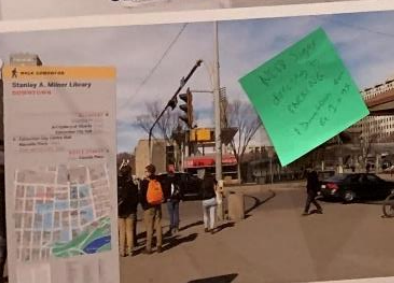
OUTDOOR PERFORMANCE SPACE



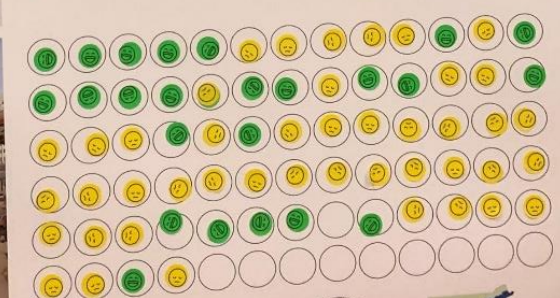
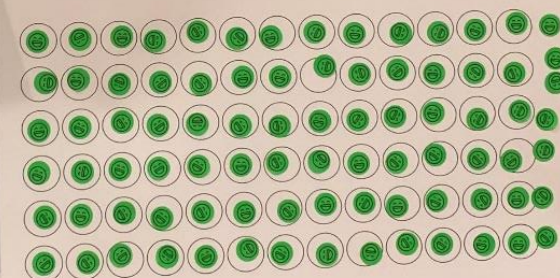
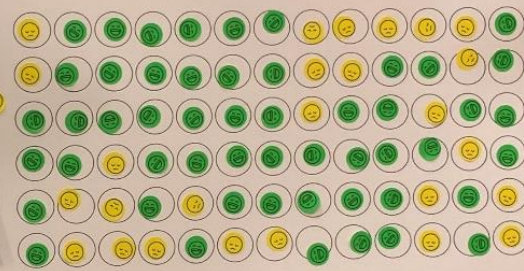
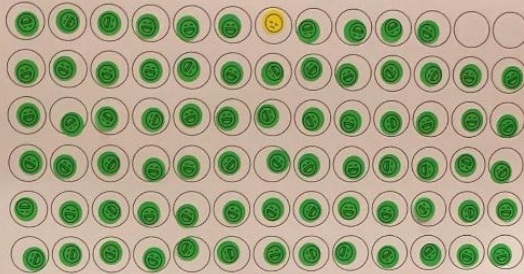
FOOD TRUCK



SEATING AREAS



WAYFINDING SIGNS



Strategy Development

- Do the strategies align with the goals?
- What is missing?
- What should be changed?
- Are these strategies feasible within the next 3-5 years? *If not, what should be changed or added?*



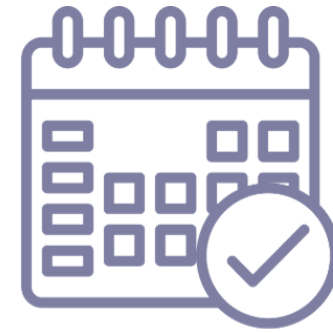
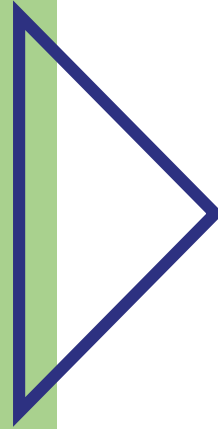
Next Steps



Volunteer Opportunities



Next Steps



Scheduling