



Topsfield Downtown Revitalization Plan 2020



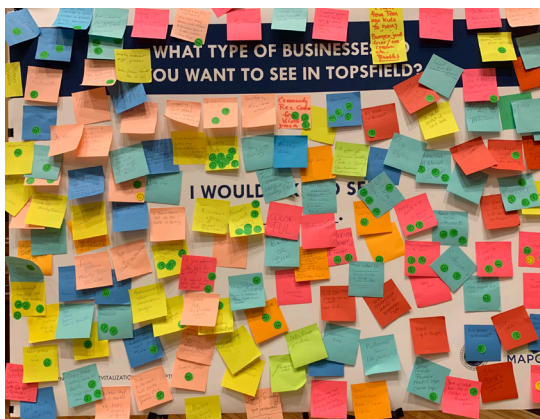
This plan was created by a volunteer Working Group with the support of the Metropolitan Area Planning Council. The plan will be implemented over the next 3-5 years using resources from the Town, state, private donations and volunteers. A detailed version of the plan is available on the Town of Topsfield website.

Vision

A welcoming downtown village where Topsfield residents and visitors of all ages can live, work, gather, and shop.

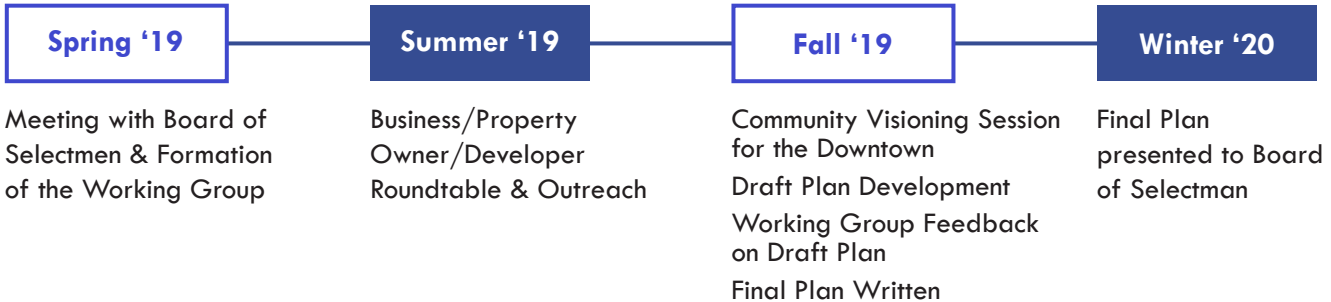
Goals

- 1 Attract new businesses to the district to respond to the needs of Topsfield residents.
- 2 Increase the customer base in the district to support downtown businesses by adding housing and marketing the village to residents and visitors.
- 3 Enhance the look, feel, and safety of the district to maintain a vibrant and walkable downtown and create a sense of place where all can gather.
- 4 Increase community-building events in the district to create an energetic downtown with a strong sense of community.
- 5 Expand Town capabilities and resources to achieve these goals.



EXECUTIVE SUMMARY

Timeline



Strategies

Attract new businesses to the district to respond to the needs of residents, residents from surrounding communities, and visitors to the area.

- Review current zoning, licensing and permitting processes and explore updates.
- Improve district infrastructure
- Connect property owners with prospective business owners
- Evaluate financing incentives

Increase the customer base in the district to support downtown businesses by adding housing and marketing the village to residents and visitors.

- Add housing in the Business Village District
- Expand marketing
- Improve parking and traffic management
- Enhance the look, feel, and safety of the district to maintain a vibrant and walkable downtown and create a sense of place where all can gather.

Develop and implement a public space improvement plan with design guidelines and establish key locations for improvements such as:

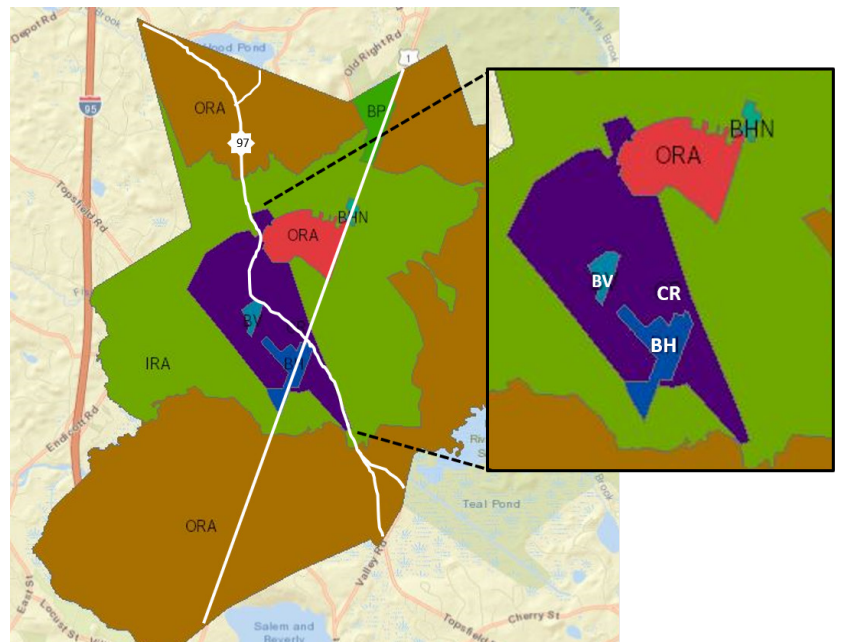
1. Streetscape improvements
2. Façade and signage improvements
3. Lighting, landscaping, district decorations, and other improvements

Increase community-building events in the district to create an energetic downtown with a strong sense of community.

- Host community events for residents and visitors.

Expand Town capabilities and resources to achieve these goals.

- Hire a part-time Town Planner
- Establish a Downtown Revitalization oversight group made up of Topsfield residents, business owners, and Town officials to ensure momentum continues.
- Work with the Topsfield Community Partnership to help support funding for projects in the downtown.
- Facilitate the creation of a Topsfield business group to assist with joint promotion and downtown revitalization efforts.



Topsfield Zoning Map: Business Village (BV) in inset