

Tonight's Agenda

- Open House 6:30-7:00
- Presentation and Q&A 7:00-7:30
- Small Group Work 7:30-8:15
- Wrap-Up and Next Steps 8:15-8:30

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Welcome!



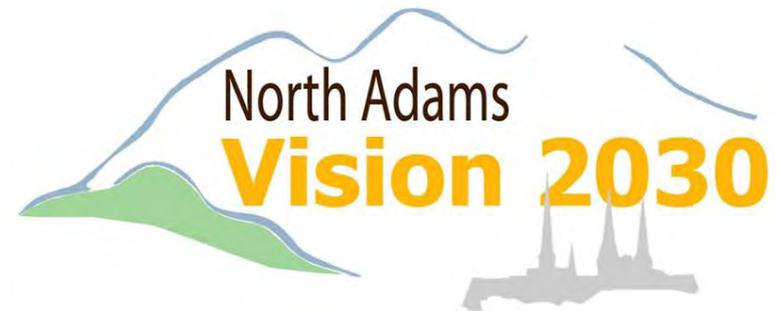
- BRPC
 - Amy Kacala
 - Mackenzie Greer



- City of North Adams
 - Mike Nuvallie

North Adams Vision 2030

- First Comprehensive Plan in over 40 years
- Comprehensive plan:
 - Roadmap for the city
 - Fosters consistency across departments and entities (gets us ALL on the same page)



- All plan information is available at the City's website:

www.northadams-ma.gov

How were these draft policies identified?

- Data, inventory, best practices research
- Steering Committee – 3 meetings
- Local Business Focus Group
- Previous workshops and forums
- Tonight – public's turn to review and refine



The Data

IS NORTH ADAMS READY TO COMPETE IN THE NEW ECONOMY?

Manufacturing in Berkshire County



What is the “New Economy”?

Old

- Focus on production
- Business attraction: Infrastructure, costs, labor

New

- Focus on innovation
- Business attraction: **Talent** is added to the list

Workforce

**Local/Regional
Leadership**

Community

**Economic
Development
in the New
Economy**

**Quality of
Life**

**Innovation and
Entrepreneurship**

What will cities need to do to compete?

- Attract and retain talent
 - Quality of life and community
- Education: 80% of new jobs in MA for next decade will require a 2-year degree or higher
- Small business growth recognized as a driver of new jobs
- Clusters – and how to support them

Location, Location, Location

Advantages

- Region well situated in proximity to:
 - 2 major metros: NYC and Boston
 - 2 minor metros: Albany, Hartford-Springfield
- Uniqueness of region offers many quality of life amenities few rural regions can boast

Disadvantages

- Accessibility - City slightly further from I-90 or NYC than lower half of the county and north-south movement limited

The City Within the Region

Advantages

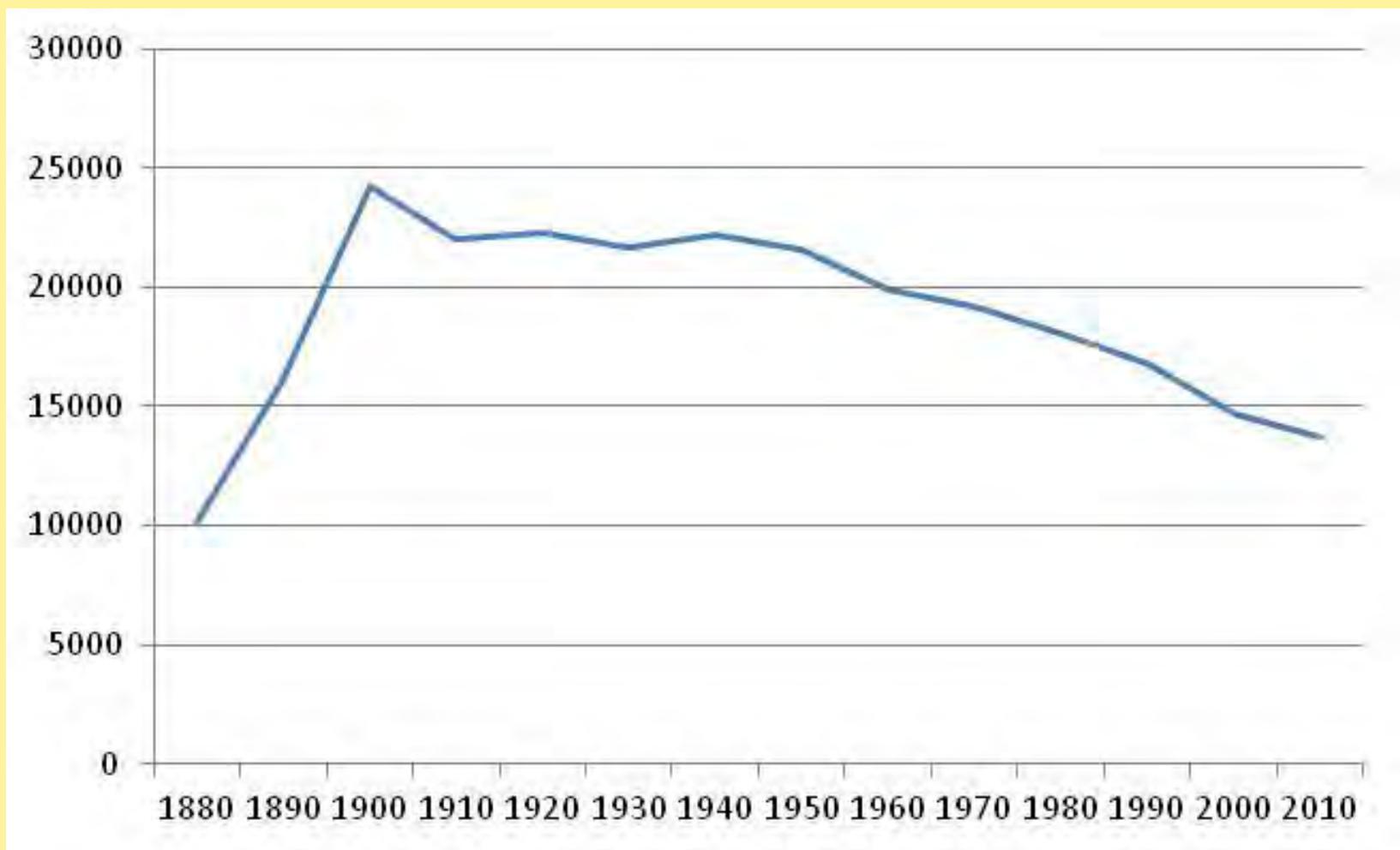
- A younger/hipper place to be compared to Baby Boomer dominated county
- Less sprawl = very walkable
- Many historic homes and buildings
- Two of the three 4-year colleges in the region
- Many recreation amenities, including AT and Mt Greylock
- North Adams is Northern Berkshire activity center

Disadvantages

- Decades of property disinvestment
- Negative regional bias against city still pervasive
- City has high poverty rate – but so do all neighbors except Williamstown
- Limited transit service contributes to sense of isolation

Talent and Workforce

- Key Trends:
 - Population
 - Age
 - Employment trends
 - Educational attainment

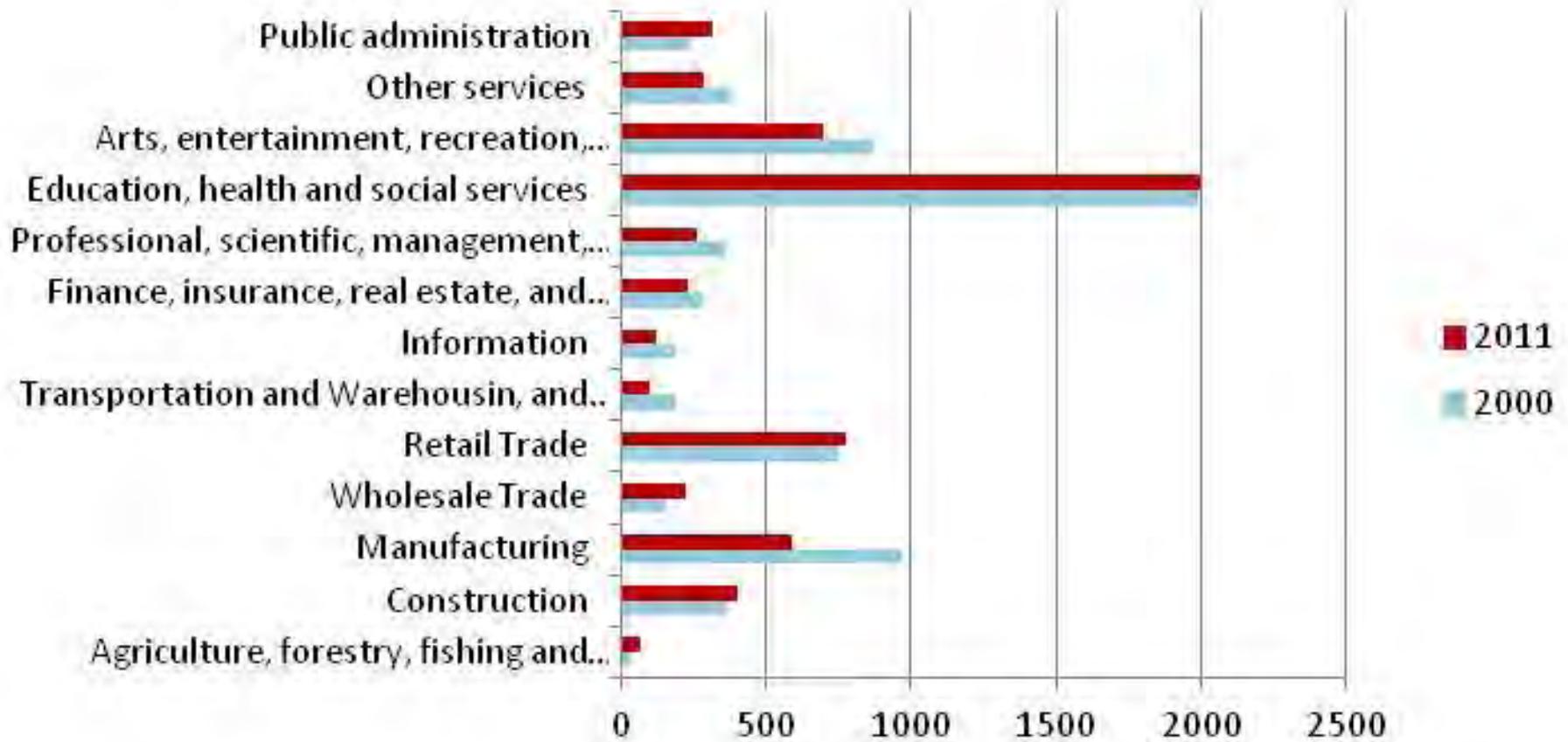


Population Loss

City's peak population of 24,200 was reached in 1900. Today's population of 13,708 is the lowest it's been since the 1880s.

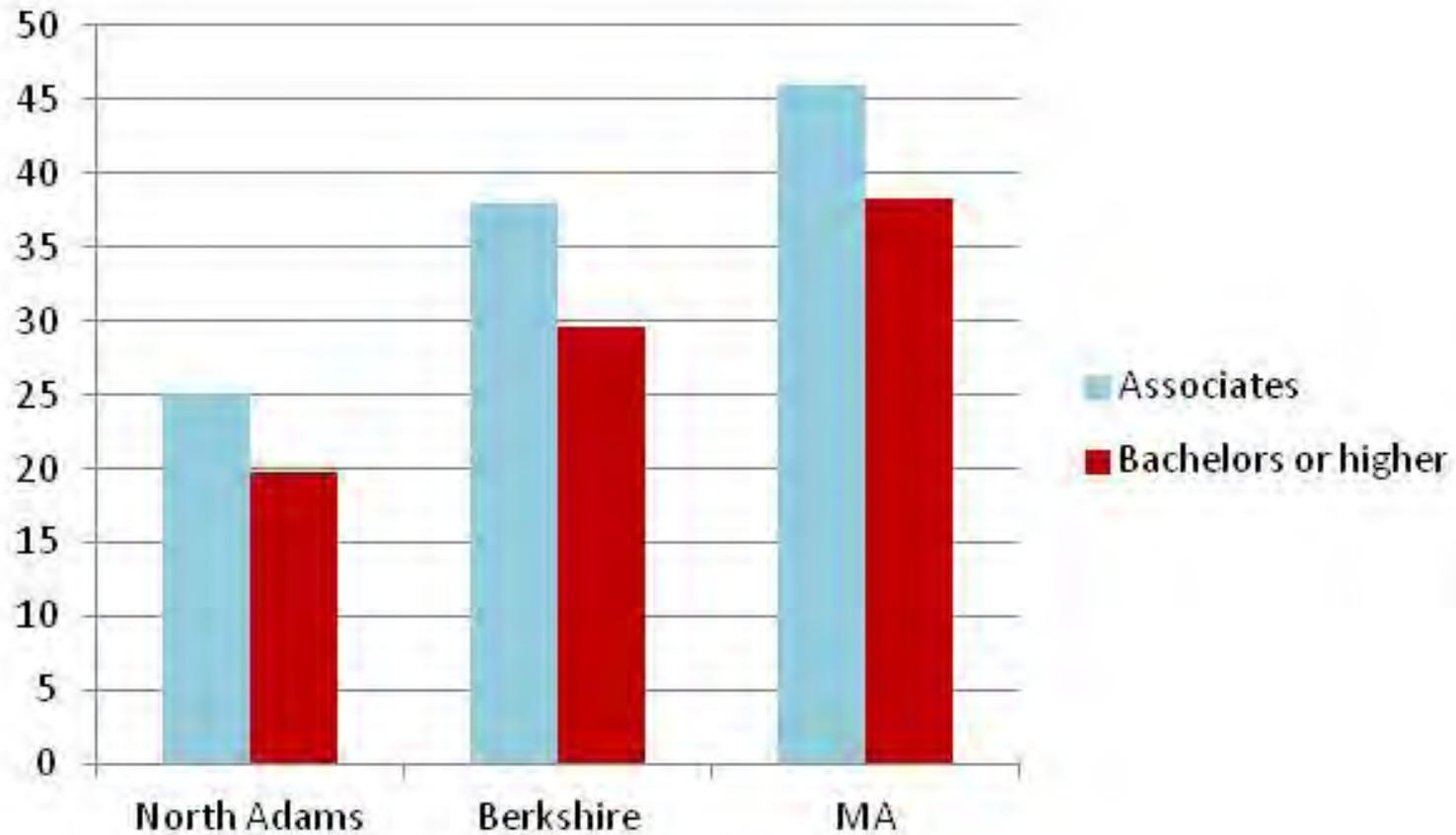
Bright Spots

- Some major successes:
 - MASS MoCA
 - MCLA's transformation and growth
 - New Science and Technology Center
 - North Adams Regional Hospital



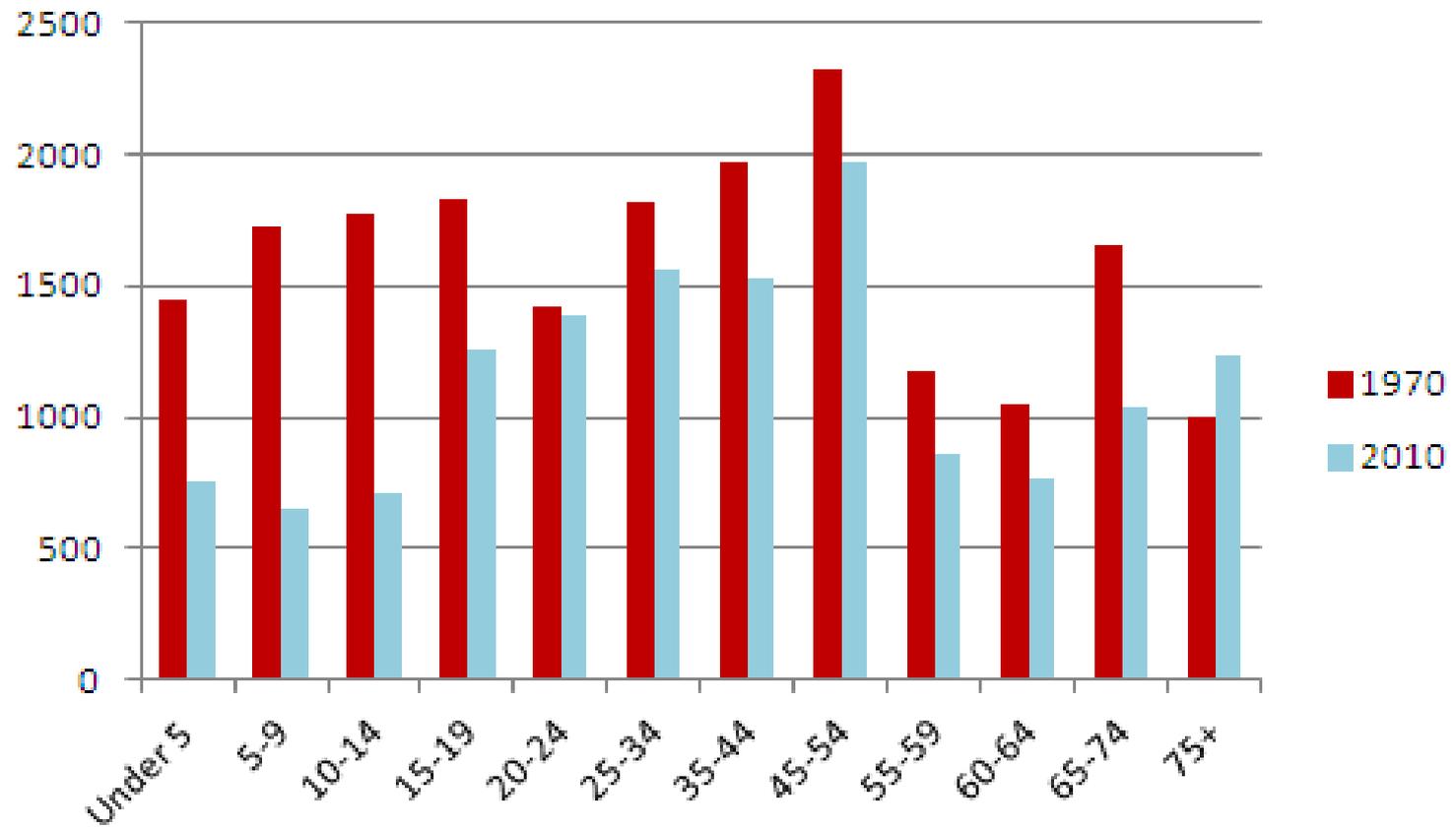
Employment by Sector

The city lost nearly 700 jobs between 2000 and 2011, over half of them in the manufacturing sector.



Educational Attainment Lagging

City has roughly half the state rates of degree attainment of Associates and Bachelors or higher.



Ageing Population (Workforce)

Innovation and Business

- Higher education and workforce training sites:
 - MCLA + New Science and Technology Center
 - McCann (and BCC classes at McCann)
- Small business groups active and gaining momentum
- Regional actors planning along same lines, addressing similar issues or needs



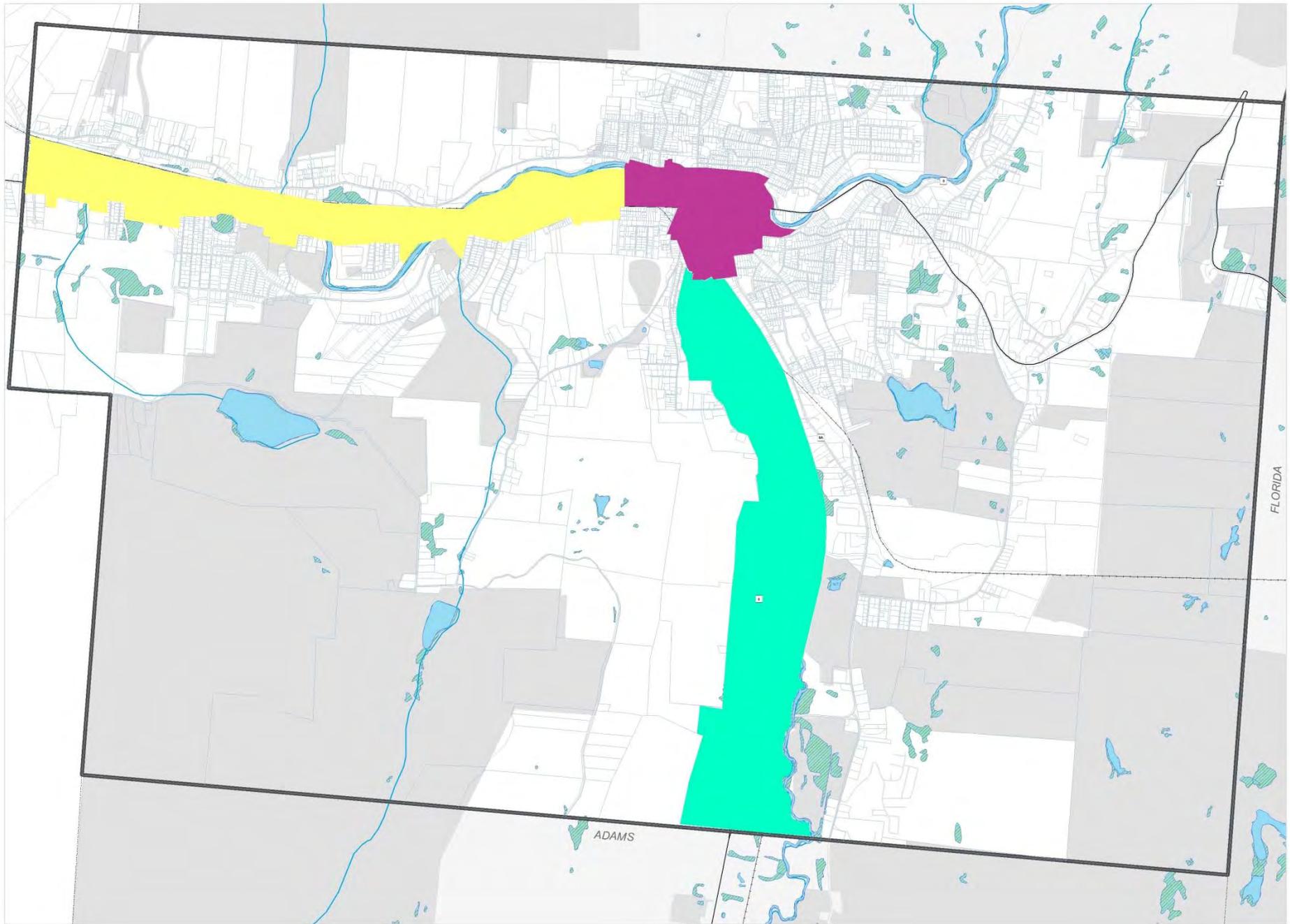
Quality of Life

- High potential - housing, outdoor, consolidated downtown
- Strong community - advocates for their city
- Good health care, wellness programming, services



Leadership

- Making a comprehensive economic strategy!
- City eager to make needed changes to improve business climate
- New partners
 - Partnership for North Adams
 - North Adams Chamber of Commerce



In Focus:

THE DOWNTOWN

Downtown

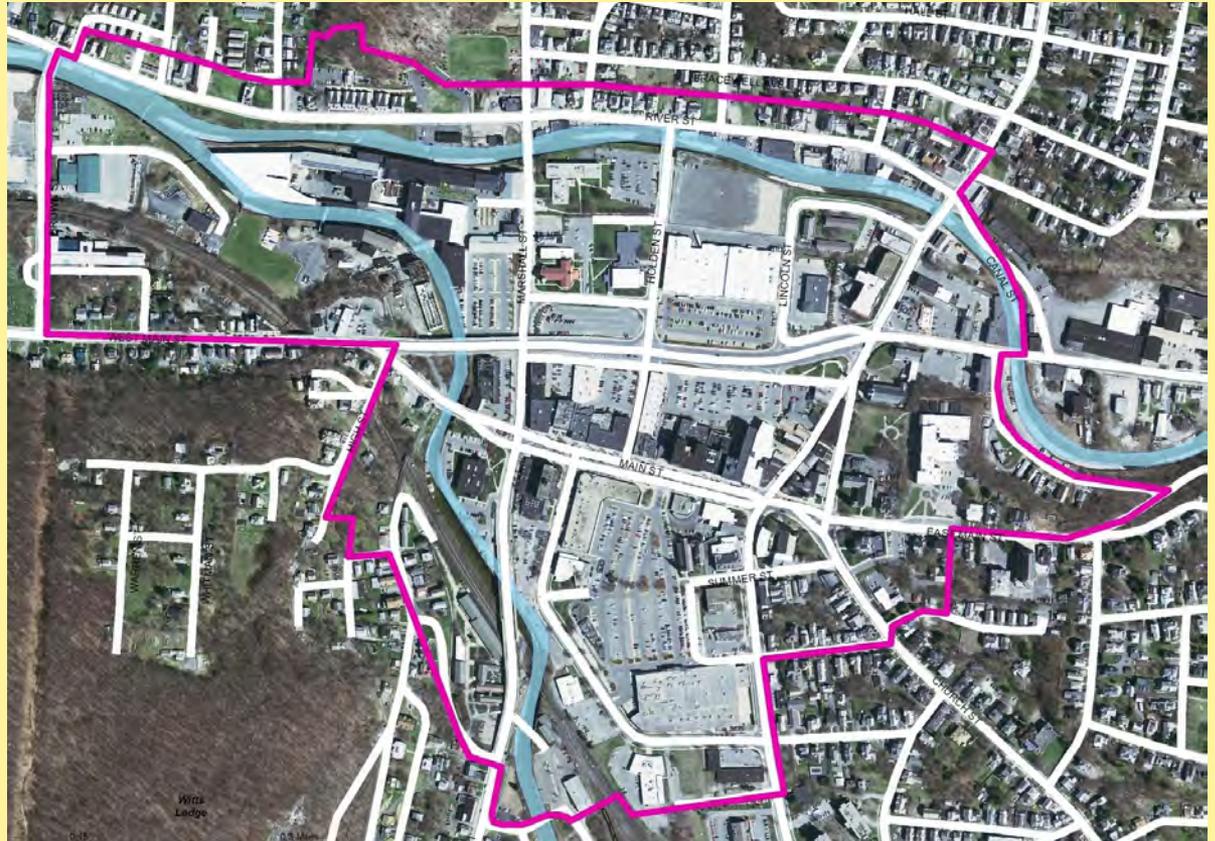
Heart of community

Center for goods and services

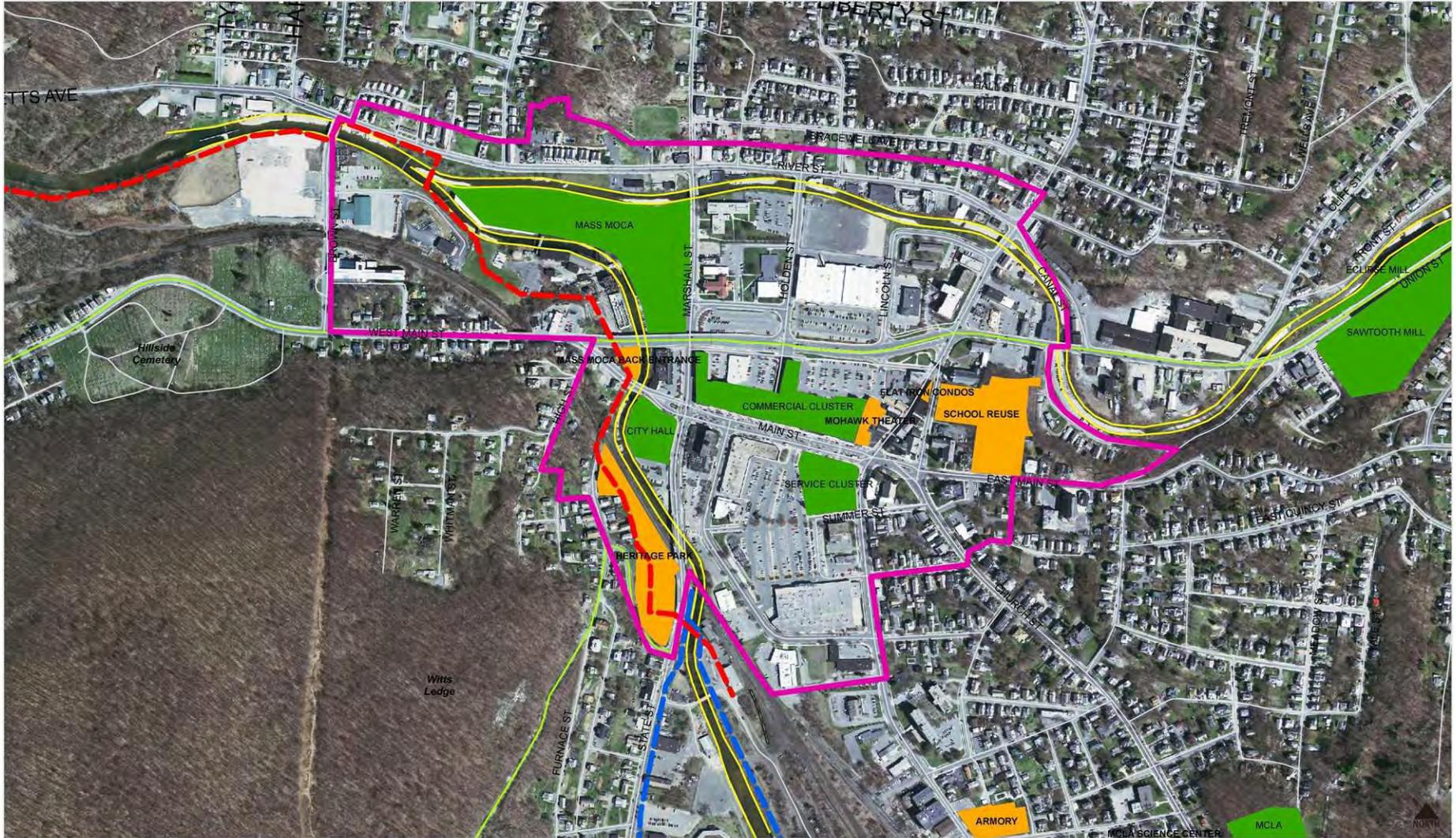
Clustered attractions

Close to dense residential areas

Highly walkable



DOWNTOWN Downtown Anchors and Attractions

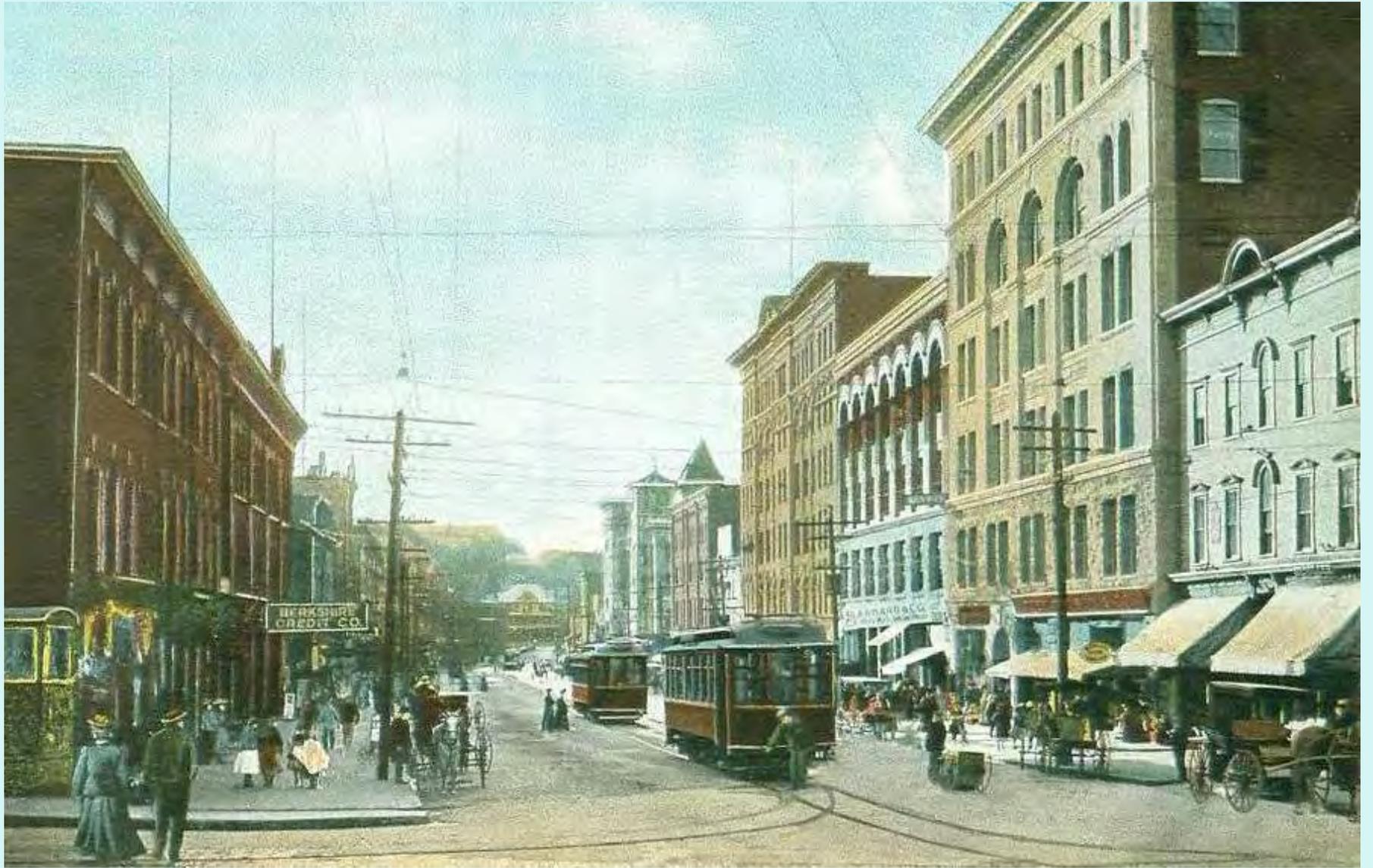


LEGEND

- Downtown Boundary
- Town
- Scenic Byways
- Shared Use Path Preferred Route
- Ashuwillitcook Proposed Extension
- FloodChutes
- Anchors
- Projects

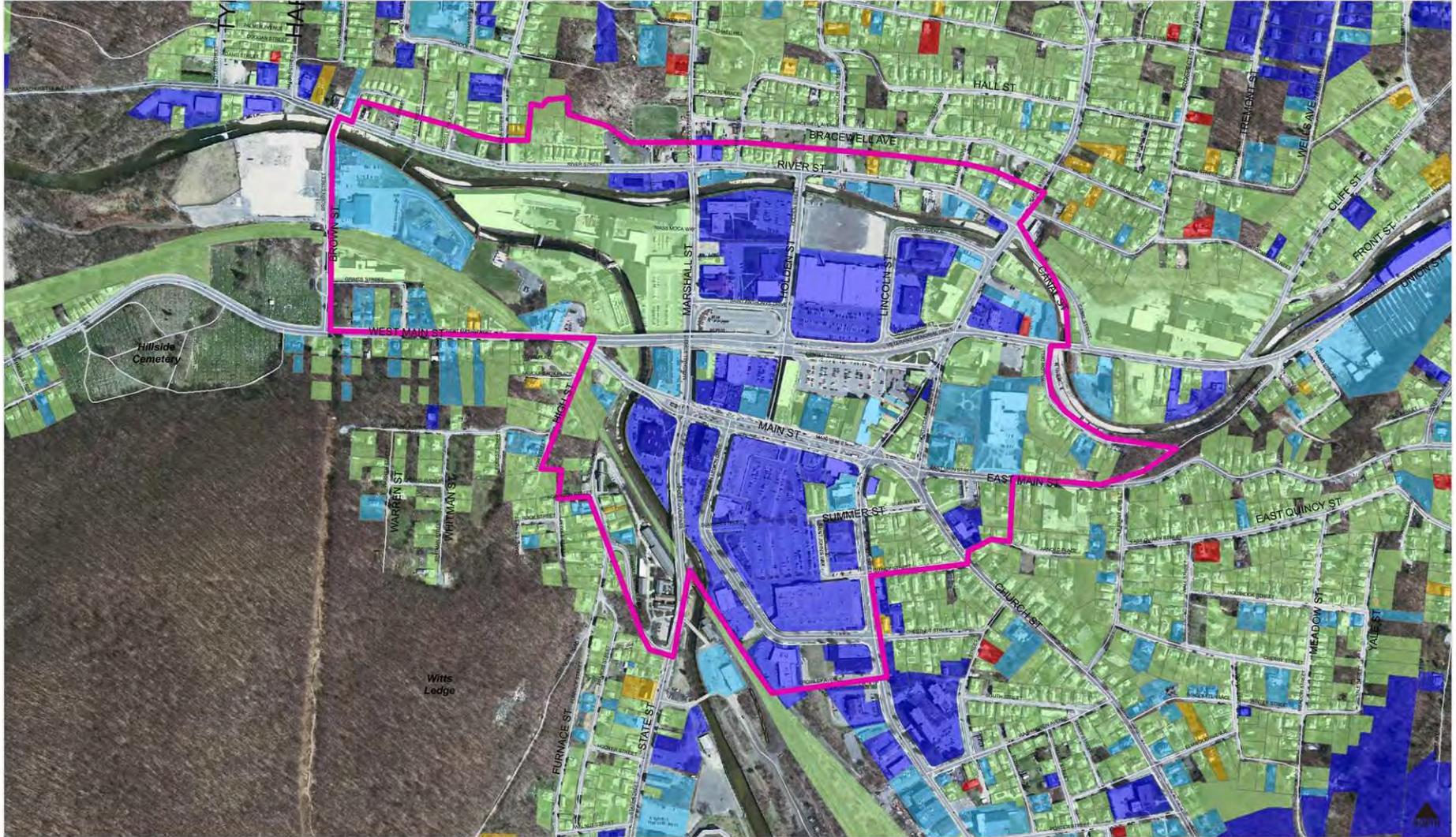
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DOWNTOWN Building Age



LEGEND

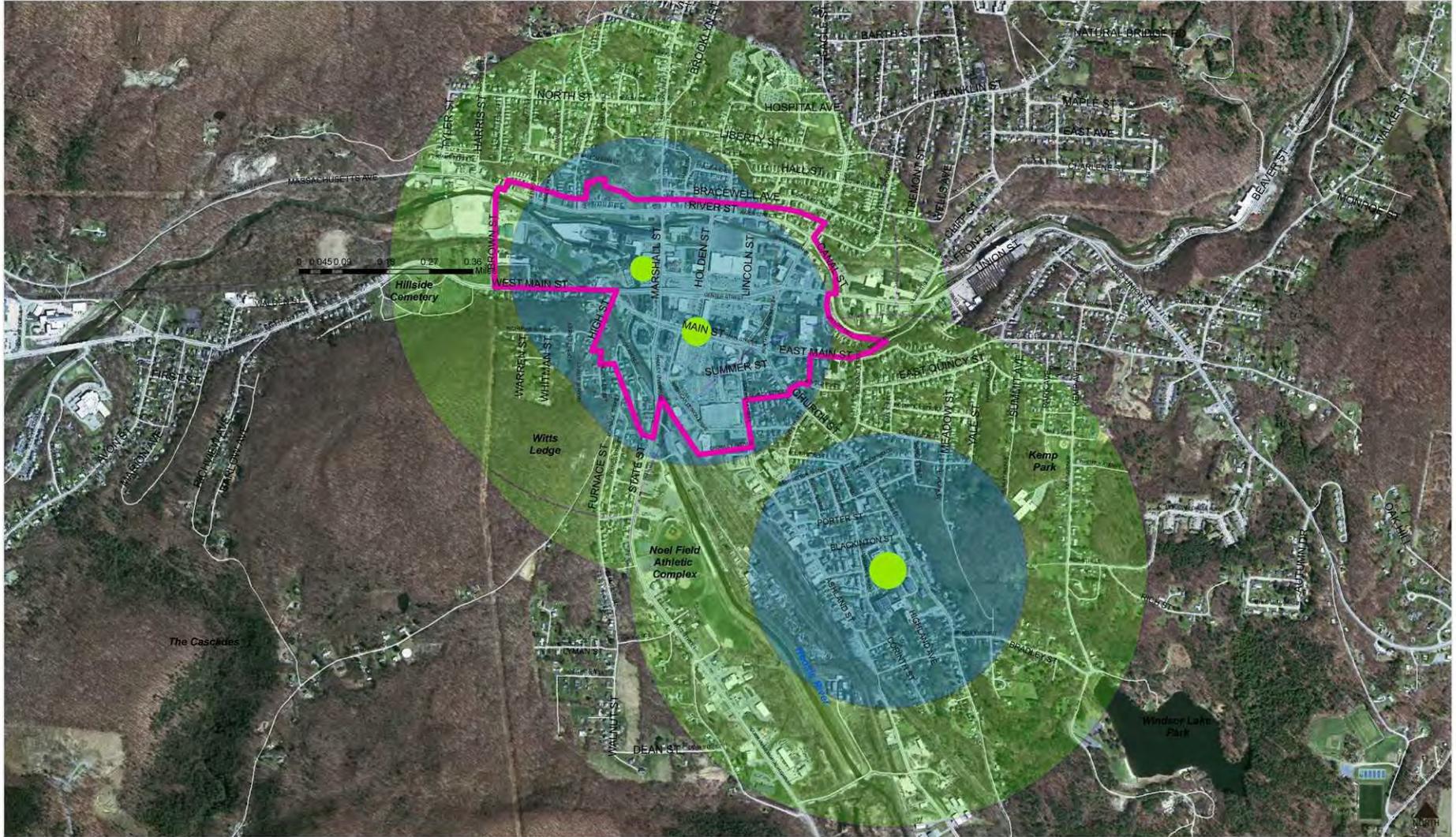
- Downtown Boundary
- | Year Built | |
|--|--|
| <ul style="list-style-type: none"> 1800 and earlier 1801 - 1850 | <ul style="list-style-type: none"> 1851 - 1900 1901 - 1950 After 1950 |



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DOWNTOWN Pedestrian Scale



LEGEND

 Downtown Boundary

Scale Measures

-  Major Anchors
-  Quarter Mile (approximately 5 minute walk)
-  Half Mile (approximately 10 minute walk)



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Strategy for Downtown

- **Overarching Theme:** Make continuous, purposeful, strategic progress with an eye of where we want to wind up 5 – 10 – 20 – 30 years from now.
- Three steps or phases, timing will depend on market realities

Downtown Strategy

- Strengthen and connect existing “anchors” and businesses
- Bring more housing into Downtown (people = customers)
- Increase the level of activity in downtown – events, hours of operation, etc.
- Make Downtown a place people want to go and spend some time

Step 1: Create a strong base to improve market conditions to support bigger ideas

Downtown Strategy

- Develop tools and incentives to help advance projects and investment
- Pursue funding and partnerships to make ideas reality
- Focus on connecting new projects to rest of downtown fabric from get-go

Step 2:
Support the completion of projects current underway or in planning

Downtown Strategy

- Take steps now to help shape the development you want in the future:
 - Design guidelines = quality new development
 - Redevelopment principles/considerations
 - Clearly express what you want the developer to accomplish

Step 3:
Redevelop and
reconnect
urban renewal
areas to stitch
downtown
together again

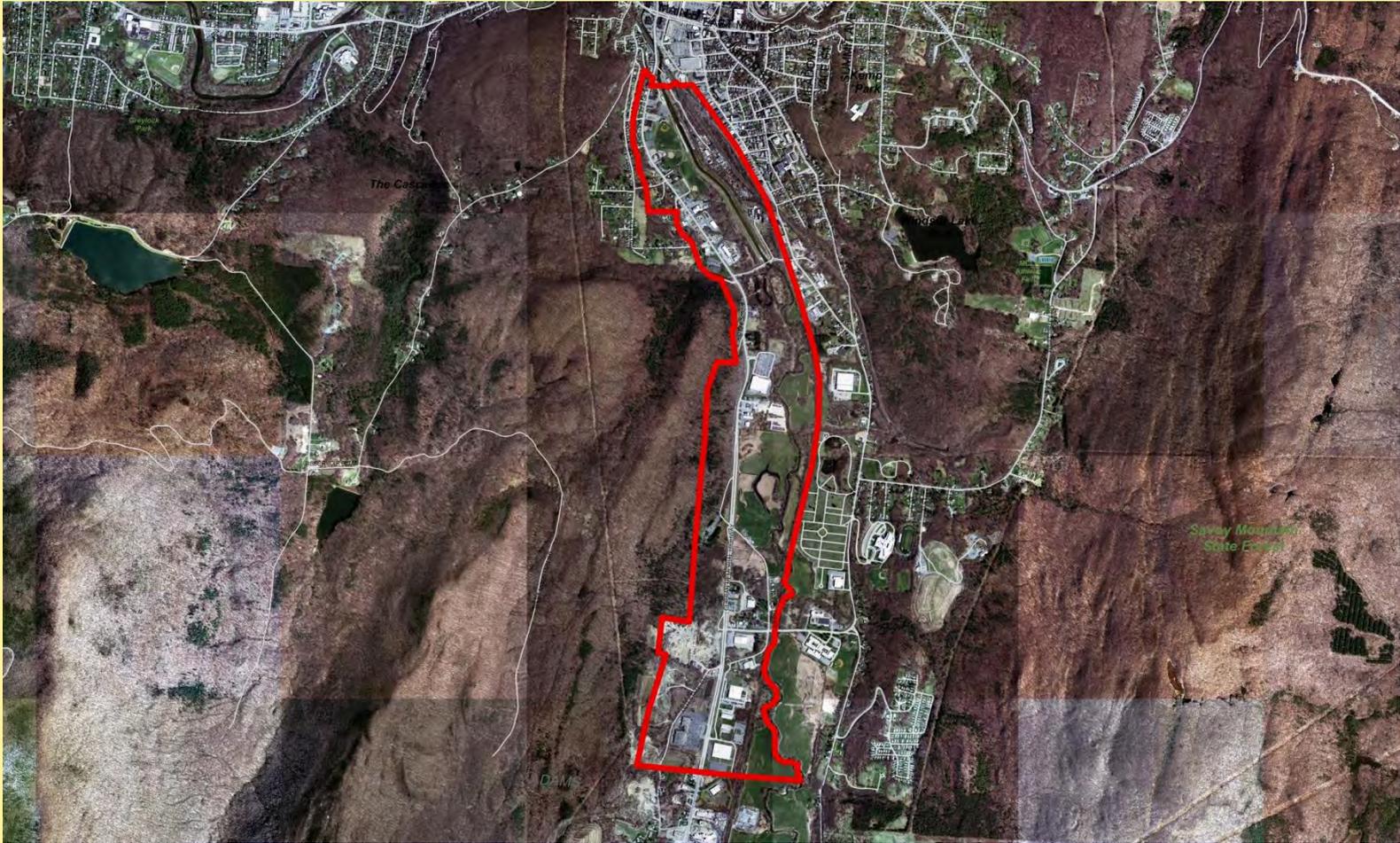


Stay Opportunistic

Strategy is a roadmap, can still go “off-roading” if opportunities arise

In Focus:

ROUTE 2 AND 8 CORRIDORS



Route 8

ANY

QUESTIONS?

Small Group Exercise

1. Introduce yourselves!
2. Review the worksheet
3. Nominate a note taker
4. Work through the questions on the worksheet, using the full copies of goals as needed
5. Pick out the **Top 3** things you think need to happen to advance the City's economy