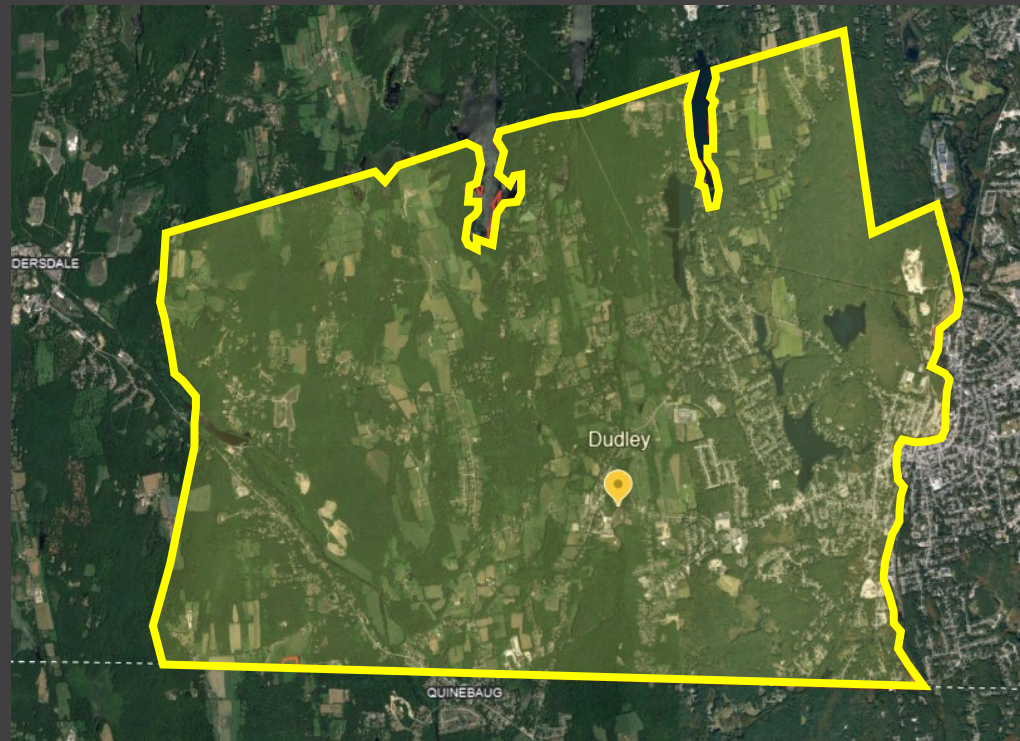


Town of Dudley, MA

GATEWAY PLAN



Background & Key Focus Areas:



In 2020 CMRPC created a comprehensive Webster-Dudley Corridor Study. This study focused on enhancing the economic development, municipal policies, and overall cohesion of these two neighboring communities along the French River.



From the findings and recommendations of the study for the Gateway Neighborhood Corridor we know there is an emphasis on the need for zoning amendments, promote mixed-use development, pedestrian and bike-friendly streetscape improvements, and the redevelopment around the area.

1. Zoning Amendments
 - Assessing zoning regulations
 - Meetings with Town Boards
 - Potential creation of new zoning districts
2. Placemaking
 - Forming a working group
 - Developing marketing and image strategy
 - Design Enhancements
3. Gateway feature design
 - Conceptual streetscape design
 - Sign and façade improvement guidelines
4. Walkability and Bikability
 - Enhancing pedestrian and bicycle-friendly features
 - Connecting to nearby trails and expanding the network
5. Dudley's Revitalization
 - Enthusiastic commitment to improving W. Main Street
 - Focusing on quality of life amenities and economic growth

Report Structure and Process






1. Evaluation of the existing built environment and characteristics of main Gateway, Corridors, and Core
 - ☐ Visit Main focus area W. Main St to Village St to Mill St. to Ardlock Pl.
 - ☐ Currently in the process, the first meeting is to dive deeper on this first structure
2. Provide general guidelines and recommendations for improvement of the Gateway Corridor
3. Provide strategies, costs and funding sources for the implementation of the Gateway Corridor improvement recommendations

Our Main Focus Corridor Location

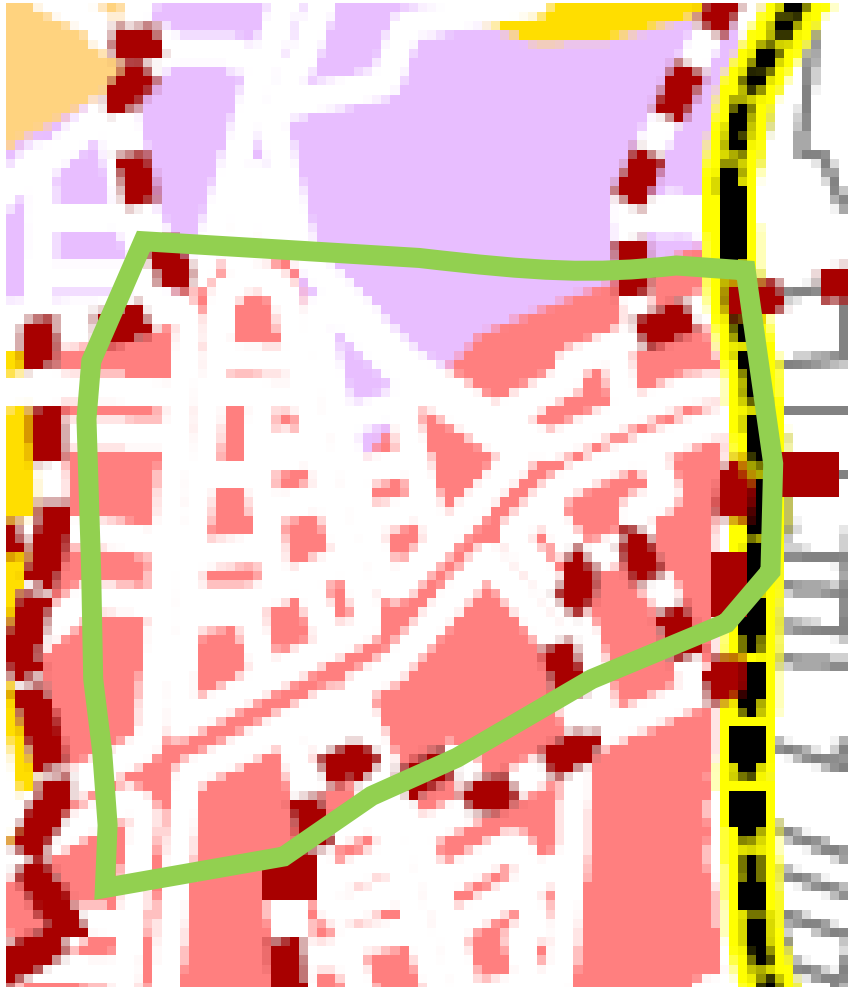
Explain what they are missing/show/ could be improved

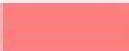

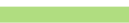
- Corrido Improvement Concepts
- Landscape Typology



	Main Gateway Entrance
	Main St.
	Village St. / Mill St. & Ardlock Pl.
	Pedestrian Pocket
	Focus Corridor

Current Zoning:



-  BUS-15 Business/
General Residential
-  IND-43 - Industry
-  Study Area

Mill Conversion Overlay :

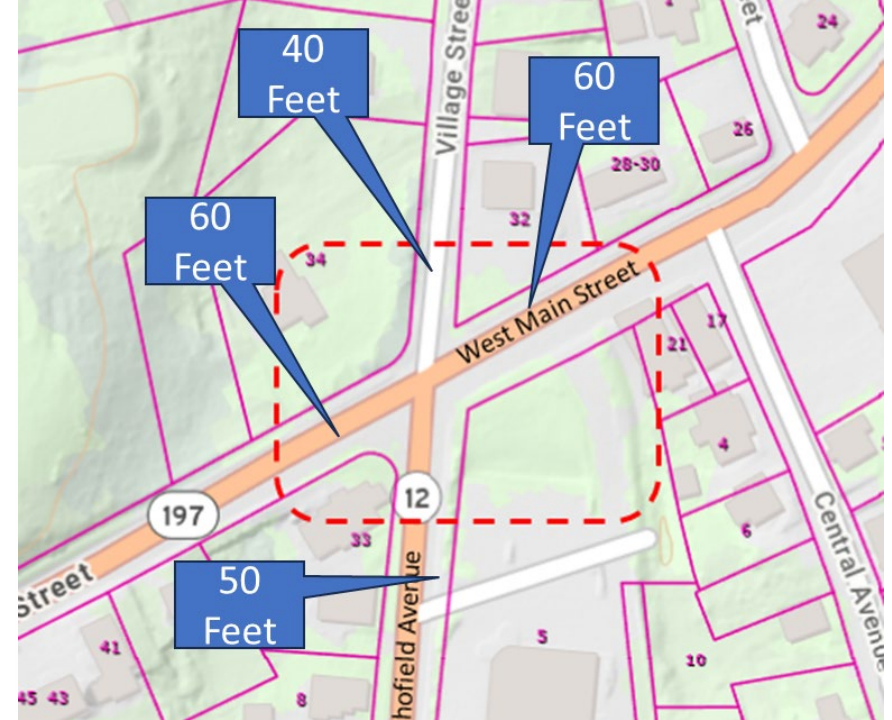
- Covers the Former Steven's Linen/Toltec Property.
- Intended to encourage the preservation, reuse, and renovation of historic mill properties and encourage mixed-use development while preserving the character of nearby residential and commercial neighborhoods.
- Allows a 25% reduction in parking spaces upon approval by the Planning Board if it can be demonstrated that two or more uses within a single development can share parking spaces.
- Requires the production of a minimum of 10 percent of housing units be restricted to low- or moderate-income tenants.

Locations of Corridor

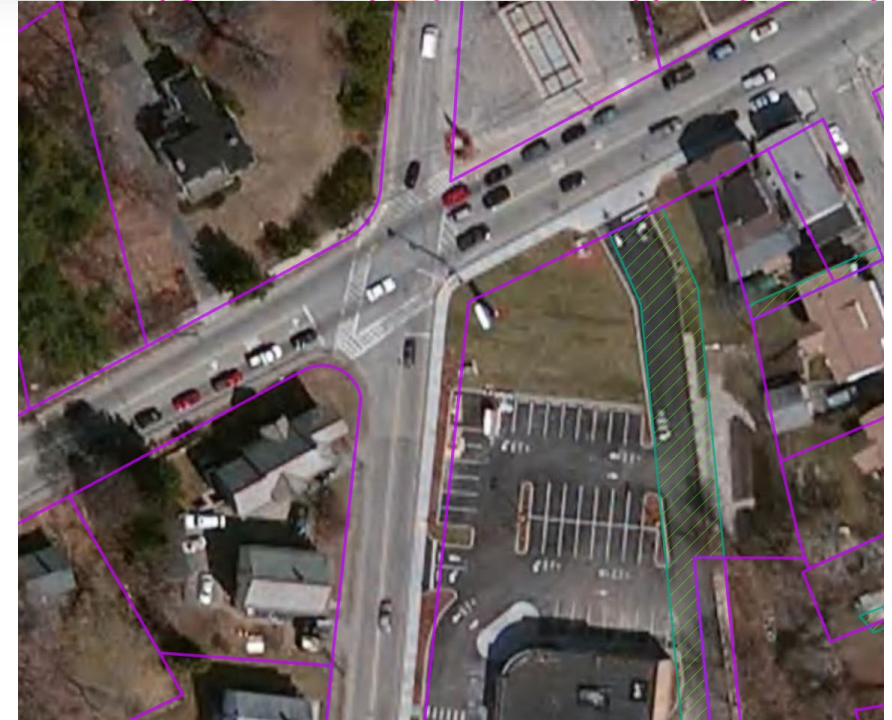
- Corner on Village St. and Main St.
- North of the Walgreens
- A big patch of grass could be a potential area for beautification.
- Create a pedestrian pocket
- Need to see if Walgreens owns the land or if it is owned by the Town
 - Where is ROW line?



Street ROW



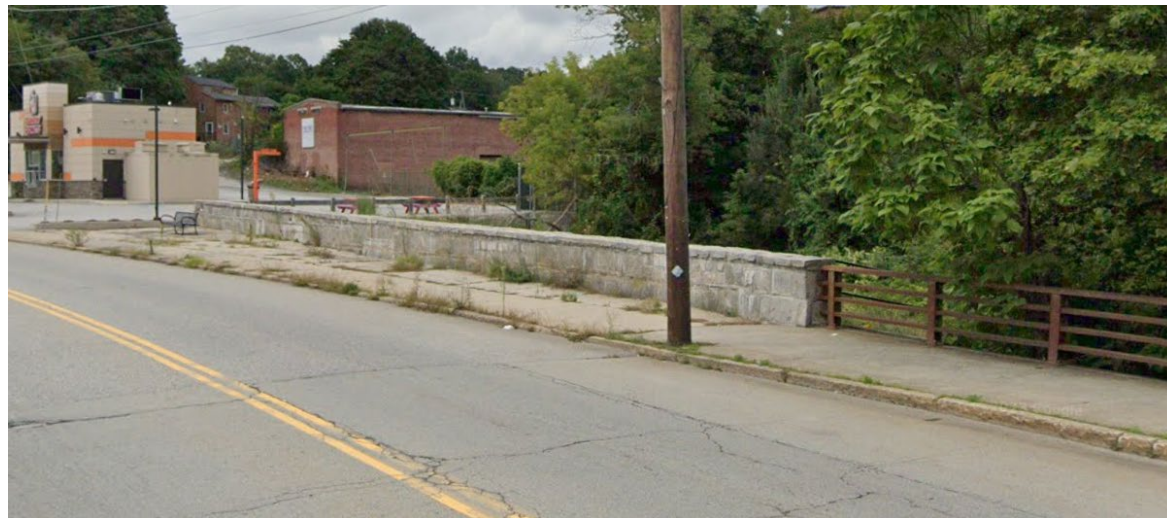
- The image was sent by CMRPC Robert R..
- ROW width as noted in the MassDOT Road Inventory File.
- This intersection is owned by the town.
 - MassDOT ownership of 197 stops just to the west of this photo.

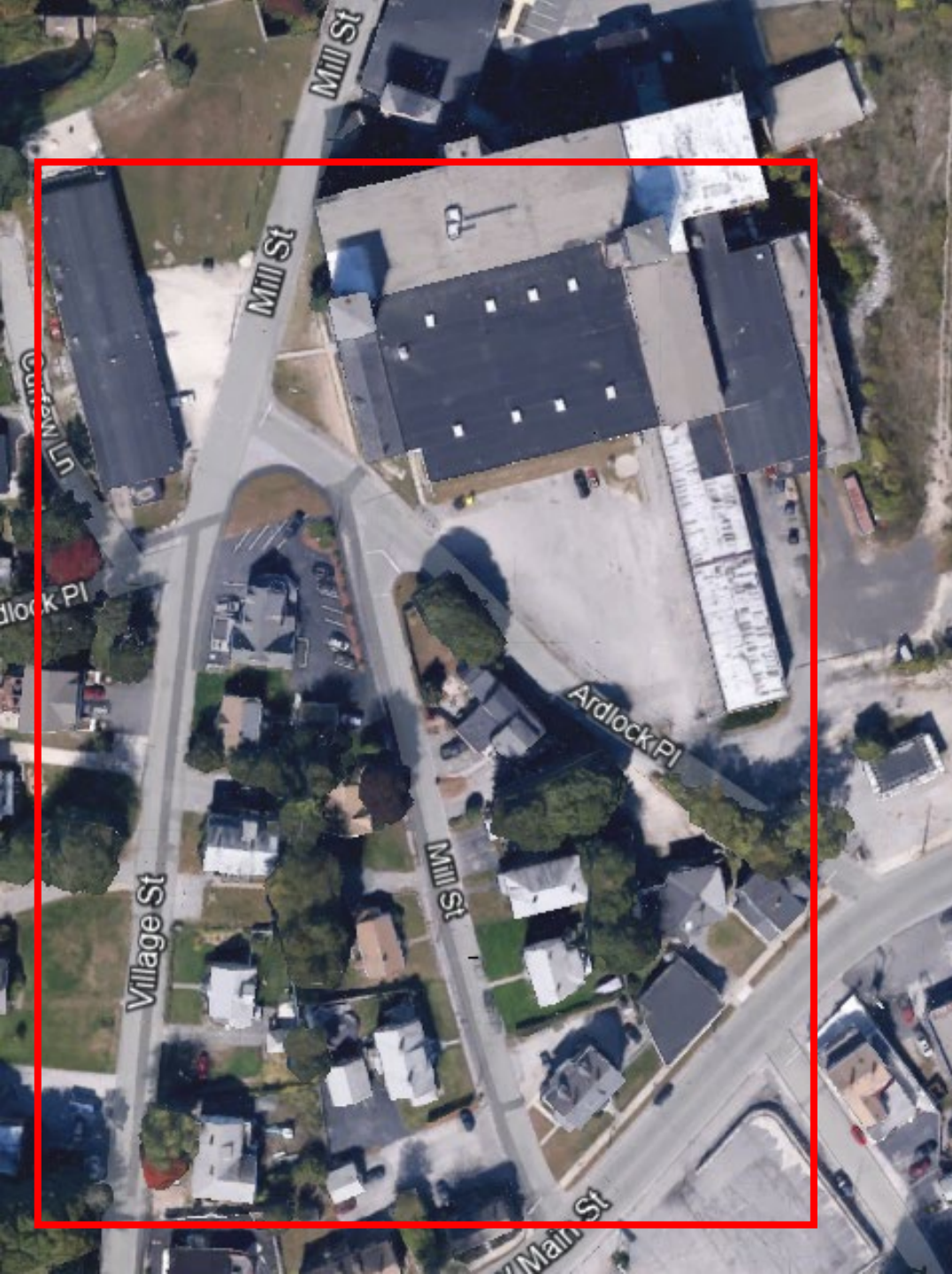


Locations of the Corridor cont.



- Main St. entering east Coming from Webster
- There is little to no lighting
- A cement patch with a single bench facing towards the street (Seen in yellow)
- Existing overgrown Riverfront





Locations of the Corridor cont.

- Village St. / Mill St. and Ardlock Pl.
- Little to no sidewalks
- Need beautification



Locations of the Corridor cont.

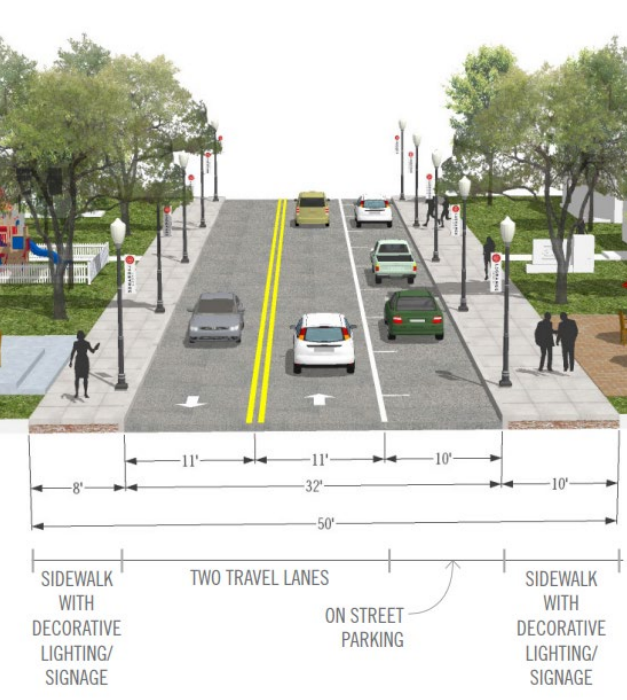
- W. Main St. to Village St.
- High vehicle speeds posed a safety hazard for local residents and pedestrians on an arterial roadway located near residential homes and some commercial retail
- Drive-thru coffee shop add traffic congestion and spillover into Main Street
- Focus on
 - Complete Streets;
 - Beautification;
 - Gateway;
 - Zoning Bylaw Amendments



Goals:



- Create a sense of place
 - Improve aesthetics
 - Improve safety and walkability
 - Provide desired uses and amend zoning, as needed, to allow for these uses
 - Transparency of glass storefronts
 - Increase economic opportunity
 - Design Gateway features to let people know they've arrived in Dudley
- Is there a place for the community to gather for events? Like a town common or plaza?
- What are your desired uses?



Goals:

- Streetscape
 - Safe pedestrian walks and crosswalks
 - Adequate on-street parking – “teaser parking” in front of businesses
 - Landscape – street trees
 - Look into reaching out to Back of Street Tree planting
 - Benches, bike racks, trash cans
- Have any suggestions?



Goals:



- Connectivity
 - Trail connections
 - Coordinate with Camden Partnership for their trail location(s)
- Other considerations
 - Underground electric
 - Lighting
 - Parking – are there locations to create additional parking?
 - Funding to replace bridge
- Any Suggestions?

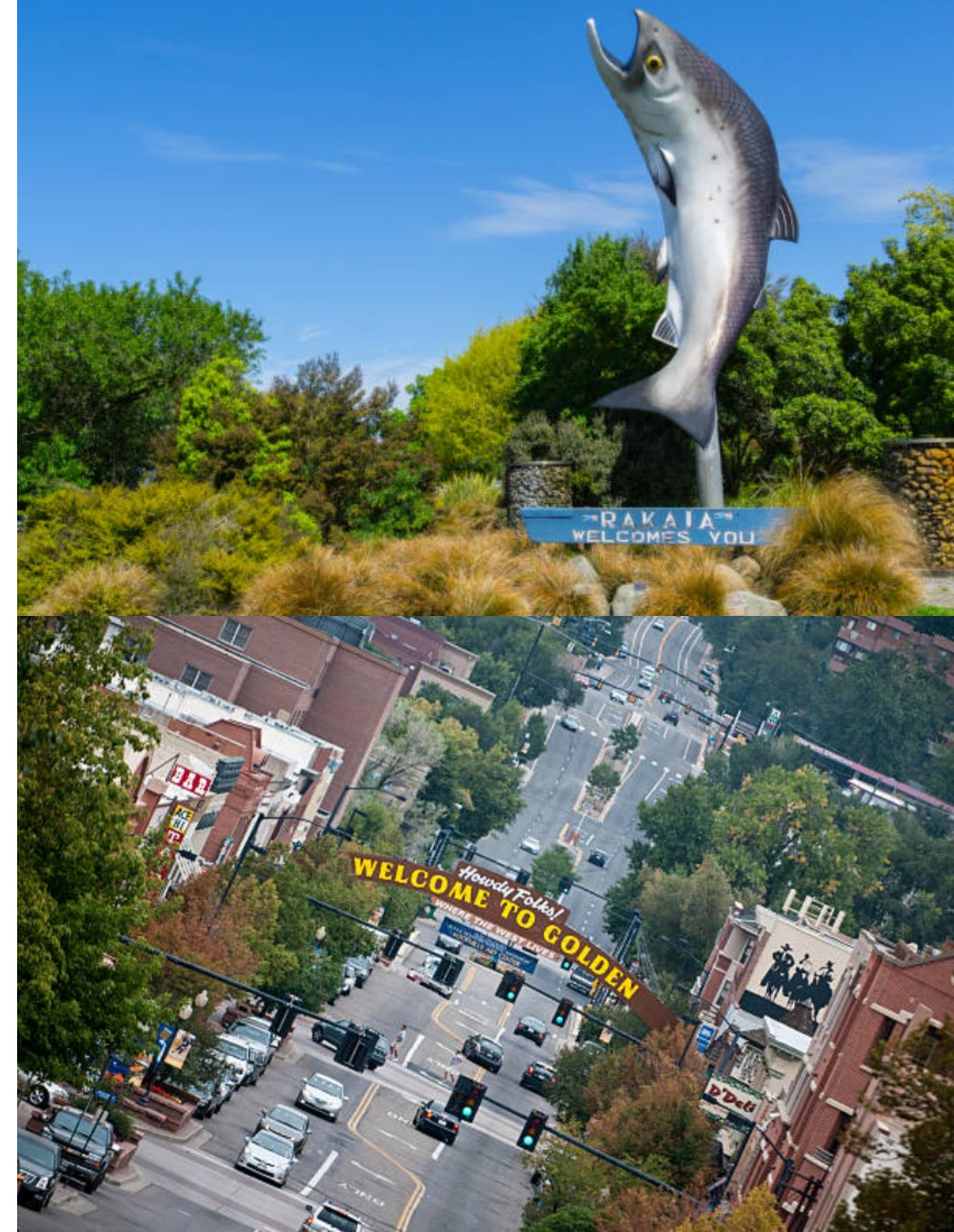
Goals:

- Buildings
 - Façade improvement program
 - Design guidelines
 - Require transparency in glass storefront
- Any Suggestions?



Goals:

- Gateway features
 - Minimum of two locations
 - At bridge on Main Street – entering Dudley
 - Consider gateway feature on bridge
 - At intersection of W Main/Schofield – Walgreen's property?
 - Any Suggestions?



Goals:

- Marketing/Image
- What is Dudley known for?
 - Textile industry – wool and linen
 - Agriculture
- What does Dudley want to be known for?
 - A historical event?
 - Anyone famous from Dudley?



Goals:

- Vision
 - What is your vision for Dudley?
 - Is there a town or downtown that you really like? What town comes to mind?
 - What is it about that place that appeals to you?



Examples of Creating a New Image:

- Willimantic, CT is known for its textile mills and has the nickname of "[Thread City](#)." When a bridge was planned to be replaced in Willimantic, designers planned to put sculptures of large spools of thread on top of the bridge. An architect suggested they add another element to the bridge. He noted the "[Battle of the Frogs](#)" in 1754, and that discussion led to the addition of frogs on top of the spools.



Examples of Creating a New Image:

- Webster, MA – [Riverwalk along the French River](#) – recognition of wildlife in the area including the spotted turtle that is etched in granite.



Examples of Creating a New Image:

- Broken Arrow, OK, faced a declining downtown due to the rise of big box stores. To rejuvenate the area, they transformed it into the vibrant "[Rose District](#)" with wider sidewalks, beautiful planters, pedestrian-friendly features, improved intersections, decorative lighting, and exciting amenities like a pavilion, splash pad, and music. They also used a marketing video to attract visitors. They added character with "Marmie the Mouse," a mouse-themed children's book and bronze mouse sculptures along Main Street for a fun treasure hunt experience.



Examples of Creating a New Image:

Graceful Arts
Gallery and Studios



- Alva, OK – Downtown was struggling to survive. The school budget issues required cuts, and the arts were the first to go. The State of Oklahoma had funding for arts and cultural programs. A non-profit was formed to provide arts to the community. Funding came from the state and person who had grown up there who contributed funding to keep the program going. [Graceful Arts](#) was the catalyst for revitalizing downtown.

Examples of Creating a New Image:

- Radnor, Pennsylvania - Due to the construction of a new highway in Philadelphia, the Radnor Township embarked on enhancing the appearance and experience of the highway corridor. The aim was to create a cohesive and distinctive atmosphere along the old Lancaster Turnpike and the new Interstate 476. This involved incorporating sculptures, street furniture, landscaping, and interpretive elements to not only beautify the area but also to guide travelers and instill a sense of pride among residents. The design concept draws inspiration from the stone landscapes of Wales, the historical roots of Radnor's Quaker settlers, and the traditional features of America's oldest turnpike.



Ideas Using Art to Create Placemaking

- [Could reach out to ArtLifting, based in Boston.](#)
 - ArtLifting is about creating opportunity, empowerment, and validation.
 - ArtLifting offers curation services that are thoughtful and comprehensive. Our curator will develop a cohesive artwork package based on your design concepts, color palette, wall sizes, values, and budget. Our team will work with you to develop a unique artwork collection that fully aligns with your vision.
 - Has experience with working with municipalities creating public art and understands the town being passionate about adding meaning to your community. ArtLifting is a unique resource to achieve your goals.
 - By including ArtLifting Artists in your public art projects, you are demonstrating the importance of making opportunities accessible to artists of all abilities and providing a deeper connection to the community. Public Art brings people together. Therefore, the artists selected and the artworks displayed must represent the diversity of people and perspectives.
 - They will work with you to understand your vision and requirements and advise on an approach. Public Art projects are highly collaborative and are expected to include architects, design professionals, community members, and third-party fabricators to create large-scale installations.

Brainstorm Time

- With the Stevens Linen Mill being a big part of the town's history, maybe if the town wants something playful, they could consider a theme related to "sheep" or "spinning wheels."
- The linen mill used flax, a theme with sheaves of flax or blue flax flowers could be an option. Local ponds provided waterpower, and granite was used to build the mill, quarried and transported by oxen.
- There was also a bell in one of the towers that rang to call people to work and announce a nine o'clock curfew for well-behaved children.



Future Work: Focus of Primary Corridor Recommendations

- Phase one: Land Use and Zoning to accommodate compact and mixed-use development.
 - Could be a new zoning district or a village center overlay
- Phase two: Get a conceptual plan/design for a streetscape project for the 2-3 block segment that wants to be focused on.
 - With a conceptual design, Dudley can then get estimates for full civil engineering to complete the project at a later phase
- Pedestrian, Bicycle and Multi-modal Connectivity
- Landscape and Streetscape Improvements
- Green Infrastructure
- Placemaking (Artwork, Signage, etc.)



Contacts

- Jane Wyrick, jwyrick@cmrpc.org
- Victoria Chavez, vchavez@cmrpc.org

