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## Section 12. Citizen Participation – 760 CMR 12.02 (11)

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The Bank Row URP proposes to carry out activities that will remove certain decadent conditions that exist in the Town's central business district. It endeavors to revitalize the Downtown through building preservation, physical improvements, private investment and job creation, thereby enhancing the quality of life for Greenfield residents. It is appropriate, therefore, that the residents and businesspeople of Greenfield should have input into the plan and its implementation.

Furthering the Town's decision to undertake an urban renewal plan was the February 2003 completion of a yearlong comprehensive downtown master planning effort by a team of professional consultants led by Goody, Clancy & Associates. (A copy of the Downtown Master Plan Executive Summary is provided in Appendix A.) The Greenfield Downtown Master Plan focused on five tasks: public visioning, building and land use inventory, market analysis, transportation and parking analysis and the integration of findings into a master plan, which included an action plan and an implementation strategy.

The Downtown Master Plan was prepared during a period when Greenfield had chosen to revise its form of government, shifting from a town with a council to a city with a mayor. The 43-member Downtown Advisory Committee, made up of community leaders, and the consultant team focused and facilitated efforts to involve the community. In February 2002, 160 residents and businesspeople participated in a visioning session for the Downtown. Also, the consultant team interviewed stakeholders, conducted a statistically valid consumer phone survey and held evening public meetings – all to ensure that citizens' voices would be heard.

The collaborative effort engaged the community and created a strong consensus. Several members of the Downtown Advisory Committee committed to playing important roles in advancing specific initiatives and to continuing their involvement over the long term.

Specifically, the redevelopment strategy recommended in the master plan called for the preparation of an urban renewal plan for the downtown area to address a broad range of immediate and long-term issues and concerns. This URP resulted from an extensive public participation process that was undertaken through a Citizens Advisory Committee (CAC) made up of 12 individuals representing local residents, local

businesses and institutions, and local community organizations. The CAC was appointed by the GRA and began meeting in April 2003. It includes a diverse mix of people who expressed an interest in the project, people who specifically volunteered for the committee, and people selected by the GRA to provide broader representation. Other interested individuals who were not members of the CAC frequently attended the monthly CAC meetings.

The CAC reviewed and discussed each plan element, including determining the boundaries of the plan, and submitted a summary report supporting adoption of the Bank Row URP. The report of the CAC is provided in Appendix H. The CAC will continue to meet to provide input to the GRA throughout the implementation of the plan as well as to address other issues, ensuring that the Downtown continues to be a strong focus for community leaders as Greenfield moves forward.

It should be noted that several organizations play a role in fostering development of and investment in the Downtown. They include the Greenfield Business Association, Council on Aging, GRA, Greenfield-Montague Transit Authority, Franklin Regional Transit Authority, Franklin County Community Development Corp., Franklin County Chamber of Commerce and Franklin County Regional Council of Governments.

As the Bank Row URP moves toward implementation and completion, such organizations will continue to provide venues for their members and others to discuss, help determine and participate in the future of the Town and its Downtown. Meanwhile, the GRA will keep the CAC and the general public abreast of all plan-related activities through public meetings, media releases and the like, and will invite public comment and input as appropriate.