

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE PRIORITIES

October 2006

Economic and Community Development Committee Categories

	<u>Timeframe</u>	<u>Priority</u>	<u>Potential Players</u>
<u>Marketing & Promotion</u>			
• Economic Development Coordinator, maybe PT	<1 yr.	High	PBP, Town
• Commuter Parking Downtown & around Palmer	< 1 yr	high	Town, PVTA, Chamber
• Attract & support small specialty shops	1-2 yrs	Medium	Chamber?, PBP
• Strategy to entice business from Eastern MA	1-2 yrs	Medium	Wmass EDP
• Welcome Pkg for new residents/businesses	1-2 yrs	Medium	town, Chamber, website, Bank subsidy
• Encourage regionalization on like issues, services and equipment (agencies, Towns)	1-2 yrs	Medium	Town
• Banners for Town of Palmer & special events	<1 yr	High	Rotary or other service,

Different banners for seasons, villages

- Recruit Cell Towers 1-2 yrs High Town & MPACT
- Ad Campaign about Palmer <1 yr High Turley, Chamber, PBP
- Signage & Ads for Tourist Destination <1 yr High PBP, Chamber, service clubs,
develop standard policy with symbology for shops, gas, etc. – and just one big sign off Pike
- Market Palmer as Rail Destination 1-2 yrs Medium Rail Club, MCRT, Railroad
- Group Marketing 1-2 yrs Medium Sidewalk sale, newspaper
- Recruit Minor League Team >2 yrs. low
- Promote Bus Service PVTA to get word out, MPACT for
video, Peter Pan
- Analysis of wants/needs

Special Project

- Holbrook Site as mixed-use building 1-2 yrs High PRA
- Art Center at Diamond Cascades bldg 1-2 yrs Medium Check w/ owner if they need help
from Town or organizations
- Railroad Museum >2 yrs Medium Three Rivers School?
- New Industrial Park >2 yrs Medium WMass Dev.

- Olmsted Park 1-2 yrs High Lamothe
- Passenger Rail Station >2 yrs Medium Amtrak, PVPC
- Redevelopment of Three Rivers Common >2 yr Low PTO, Three Rivers Chamber
- Open Access from Bridge Street to Station <1 yr High only if excursion train
parking nearby, football field or DPW

Events

- Village Olympics 1-2 yrs High Events Cmte, Lions Club
- Signature Town Event/parade/party 1-2 yrs. High PBP
- Rail Excursions (Foxwoods, fall colors) 1-2 yrs Medium RR Club, DPW
- Theme, open-air concerts 1-2 yrs Medium Band Director at high school
- Self-guided Walking Tours <1 yr High Senior Center, library
- Business Expo/Recognition <1 yr High Quaboag Valley Chamber

Infrastructure

- Beautification project, clean up parks, rebuild
sidewalks, hanging baskets, install planters <1 yr High DPW, BID
- Unify Fire/Water Districts 1-2 yrs High citizens

- Repair/Replace broken Sidewalks >2 yrs High DPW & citizens, override
- Expand rail capacity >2 yrs High AMTRAK
- Make crossing Main Street easier <1 yr High police presence for speed limit

Government

- Community Policing <1 yr High beat police, citizens
- Railroad Safety Program – not walking on tracks <1 yr High RR, no trespassing signs
- Change downtown Bylaws 1-2 yrs High enforce parking, zone change for signage
- Homeownership?Civics 101 (How to be a good resident/citizen; how to be owner/occupant <1 yr High Community Dev., realtors
- Moratorium on multi-family <1 yr High Town Council
- Bylaw regulating outdoor furnaces 1-2 yrs Medium Town Council
- Ordinance for cleaning up junk on properties <1 yr Medium Town Council
- Unregistered auto ordinance 1-2 yrs Medium Town Council
- Community Preservation Act <1 yr High PB/Comcom
- Curbside trash Removal 1-2 yrs Medium Fitz

Environmental

- Ordinance protecting sand/gravel as resource <1 yr Medium PB/Concom

Recreation

- Mountain Road Trail <1 yr High Concom, Land Trust
- Rail Trails 1-2 yrs Low MCRT, Concom
- Develop more Passive Recreation Areas >2 yrs Low Land trust, ind. Rec. cmtes.
- Canoe Trail access & promotion 1-2 yrs Medium Public Access Bd.
- Downtown Park w/river access 1-2 yrs Medium Rec. Cmte? Land Trust?
- Forest Lake Park >2 yrs Medium CPA/ConCom

Development

- Overnight facilities w/pools for outside memberships <1 yr High HS pool memberships

Capital Projects

- Senior Center >2 yrs High CDBG
- Police Station >2 yrs High Capital Budget

- New DPW Facility

High

Capital Budget