

PLEASANT STREET MILLS

District Improvement Plan
MARCH 2024

Prepared by VHB



Prepared for MassDevelopment



Memorandum

March 2024

MassDevelopment

Ben Murphy
Program Manager, Real Estate Services

City of Easthampton

Jeffrey Bagg
Planning Director

Nicole LaChapelle
Mayor

VHB

Luke Mitchell
Massachusetts Land Planning Team Leader

Michael Franceschi
Landscape/Urban Designer

Jennifer Nelson
Urban Planner/Designer

John Furman
Office Manager,
Springfield Office



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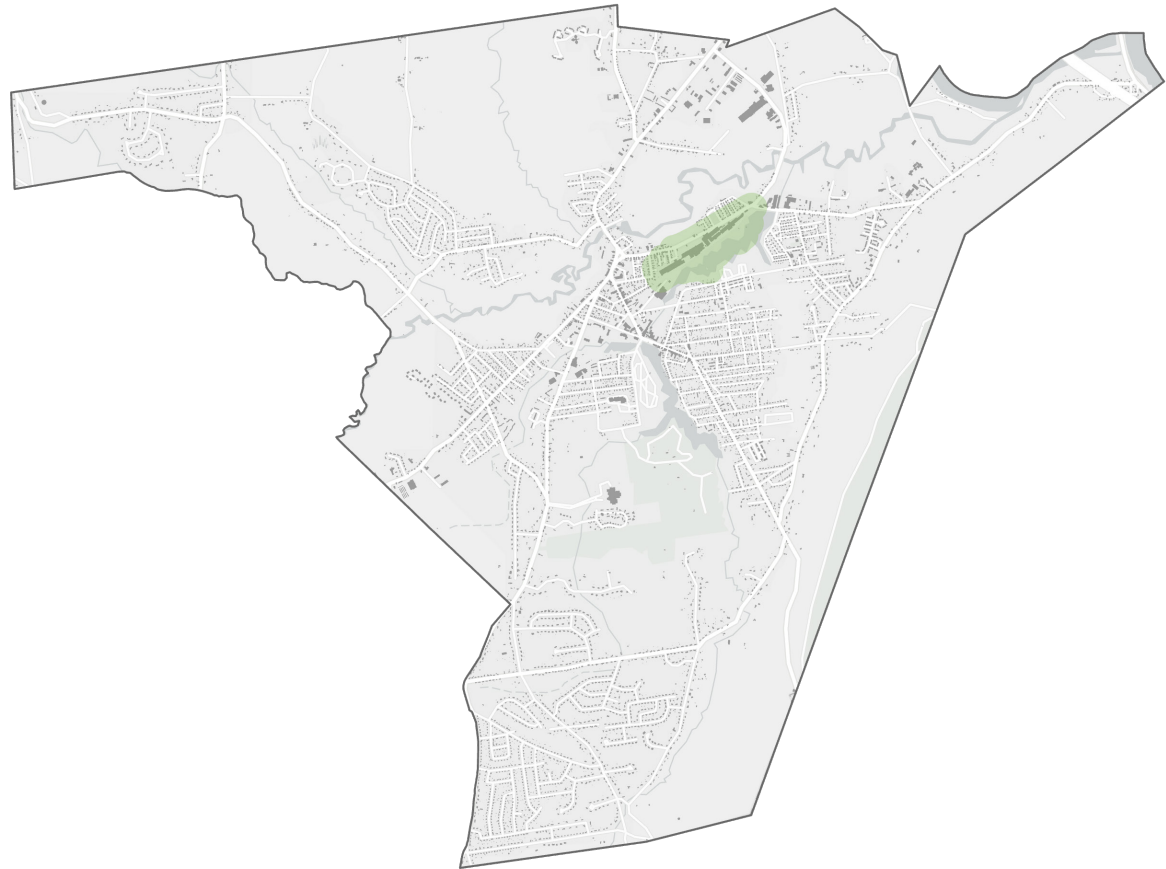
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1 EXECUTIVE SUMMARY

INTRODUCTION

The Pleasant Street Mill District, largely underutilized twenty years ago, has evolved into a major hub of activity that draws visitors from Easthampton and beyond. However, the surrounding streetscapes and alleys have fallen behind in terms of signage, placemaking, and multi-modal infrastructure. Creating a safe, pleasant experience for drivers, pedestrians, and bicyclists and ample opportunities for gathering are necessary to enhance the spaces within and around the mills.

To this end, the City worked with MassDevelopment and VHB to explore existing conditions, meet with stakeholders, gauge community sentiment, and provide recommendations for enhancing the built environment.



RECOMMENDATIONS

1

REIMAGINE TRAFFIC FLOW

Implement traffic calming measures, such as raised crosswalks and textured surfaces, to encourage safe driving speeds within parking lots.

Install signage that directs traffic in a safe and efficient manner.

Provide electric vehicle (EV) chargers throughout the lots to support the growing number of EV drivers in the region.

2

ENHANCE PEDESTRIAN EXPERIENCE

Convert the district's central entrance into a pedestrian-only gateway and event space.

Enhance pedestrian safety by designing well-marked crosswalks, pedestrian signals, and well-lit pathways.

Connect existing sidewalks with new sidewalks and painted pedestrian-only lanes.

3

ENCOURAGE GATHERING

Introduce elements such as plazas, public seating, and lighting to enhance accessibility and comfort and invite social gathering.

Introduce a playground in Millside Park.

Introduce a skate park in Millside Park.



MillPond Live. Credit: Easthampton Cultural Council

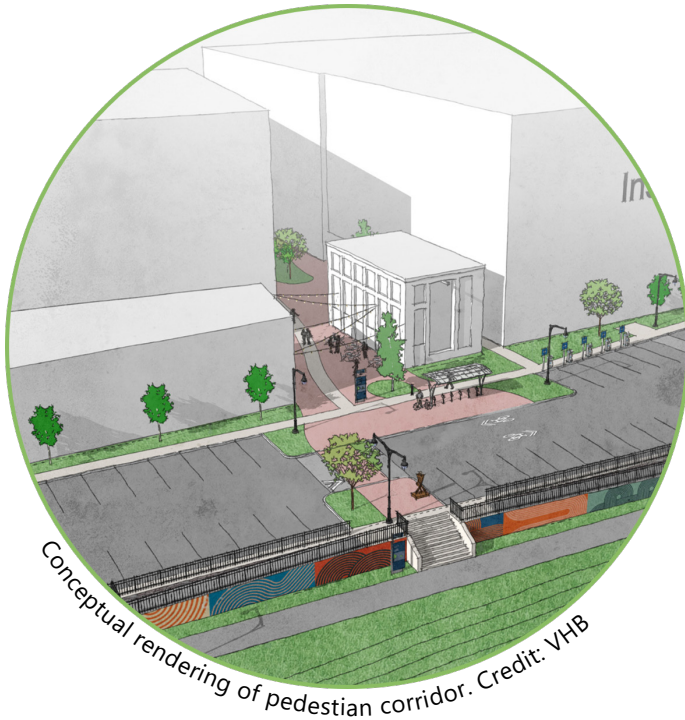
4

ENHANCE CONNECTIVITY

Introduce a new ped/bike bridge connecting the Manhan Rail Trail to the New City neighborhood (Everett Street) across Lower Mill Pond.

Add physical connections between the mills and the Manhan Rail Trail, such as stairs and ramps.

Install bike racks at business entrances to encourage cycling.



Conceptual rendering of pedestrian corridor. Credit: VHB

5

SHOWCASE PUBLIC ART

Collaborate with local artists to paint building and business names onto the brick facades. This will increase the visual appeal of the buildings and enhance wayfinding for pedestrians and cyclists.

Place concrete footpads for future sculpture installations.

Encourage arts and culture events that highlight the works of local businesses and studio spaces.

6

UPGRADE WAYFINDING

Install cohesive wayfinding signage that guides pedestrians and drivers to key destinations. Signs should be located along Pleasant Street, around all parking lots, and along the Manhan Rail Trail.

Ensure signage is easily visible, well-lit, and follows universal design principles to accommodate users with diverse abilities. This may include translations on major directional signs.

7

IMPROVE COORDINATION

Form a Mill District Committee or Business Association to coordinate funding and projects.

Make a comprehensive website for the Mill District that includes links to each business' website, an events calendar, and a list of ongoing projects.

Coordinate with local arts and culture organizations to pursue funding and plan public events.



2 EVALUATING CURRENT CONDITIONS

SITE PROFILE

In March 2023, the City of Easthampton, with funding from MassDevelopment, contracted VHB to create a Vision Plan for the Pleasant Street Mill District.

The Pleasant Street mills consist of several interconnected buildings along Lower Mill Pond. The complex has a rich industrial history, with development along the Manhan River beginning as early as the 1600's. The existing buildings were constructed in 1859 as a hydropower center. In the early 1900s, they were sold to and operated by the West Boylston Manufacturing Company until the mills' resale and subdivision in 1932.

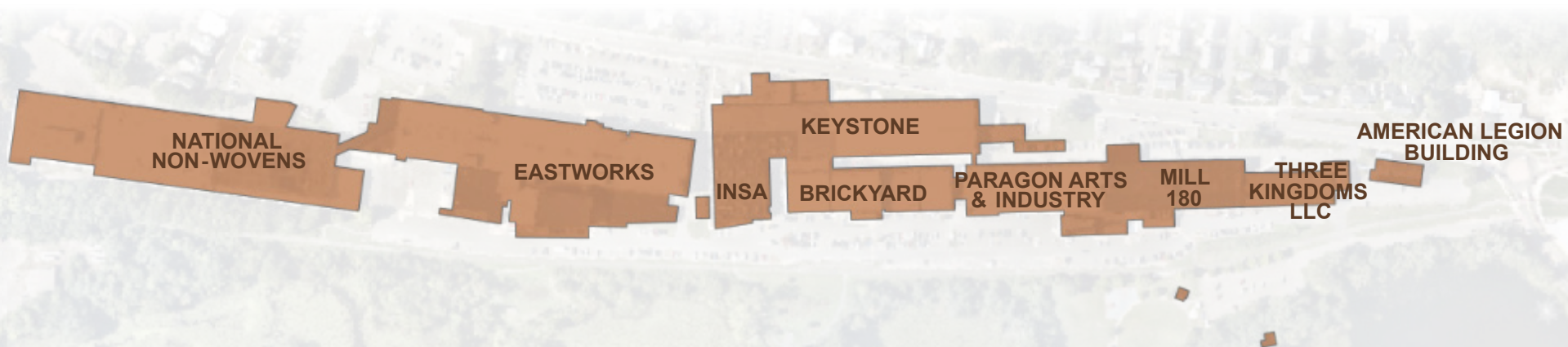
The mills continued to operate as a manufacturing facility until the 1960's. By the end of the 20th century, the mills were largely unoccupied.

In 2021, the City completed its Rapid Recovery Plan. One of the project recommendations was "to support Mill District revitalization along Pleasant and Ferry Streets." This plan directly builds off and supports that recommendation.

Today, the mills—totaling 1.5 million square feet—have been repurposed for residential and commercial uses including retail, breweries, a cannabis dispensary, government offices, and an event venue.

The surrounding landscape has been modified to support public amenities like Millside Park, the Manhan Rail Trail, and a boat launch.

The owners, tenants, and visitors to the district commonly identify certain challenges within this space. These include unsafe traffic patterns and vehicle speeds, inadequate sidewalks, poor lighting, difficult truck maneuverability (for loading), and insufficient signage and wayfinding features.

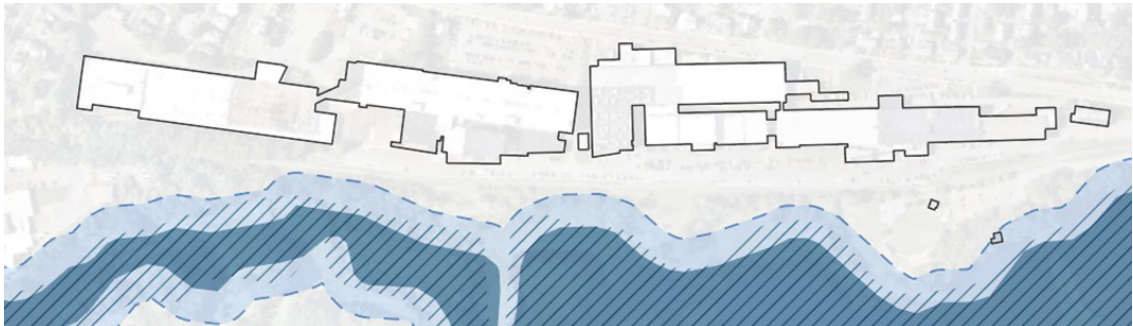


ENVIRONMENTAL CONSTRAINTS

SITE ELEVATION drops significantly from Pleasant Street (to the north of the complex) to Lower Mill Pond (to the south of the complex). Pleasant Street sits roughly 20' higher than the mills, which in turn sit roughly 20' higher than the pond.



LOWER MILL POND is the primary waterbody in the project area. Mill tenants and visitors enjoy scenic views of the pond and rolling hills of the Pioneer Valley beyond. In the summer months, residents and tourists use the pond for water-based recreation like kayaking.



VEGETATED WETLANDS surround Lower Mill Pond, primarily in the form of wooded swamps and shallow marshes. As mandated by the WPA, any construction within a 100-foot buffer of a wetland requires a permit from the city's Conservation Commission.



EXISTING ENTRANCES & PARKING

THREE ENTRANCES access the rear parking lot, all used by passenger vehicles & box trucks. Loading docks are spread throughout the District.

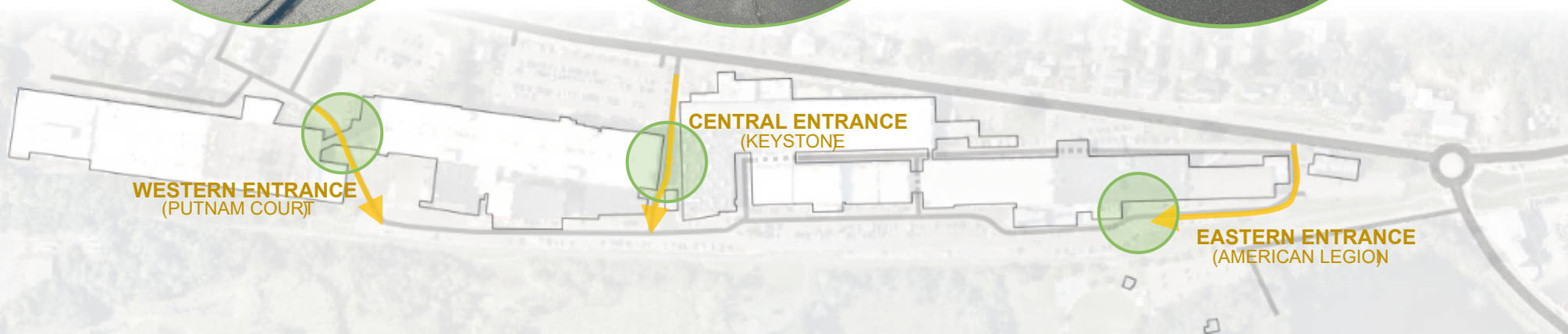
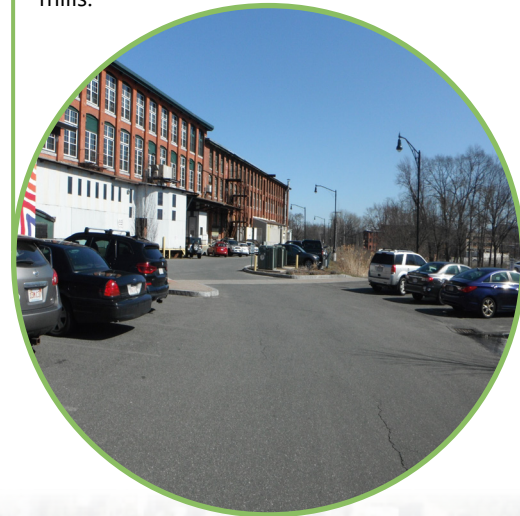
THE WESTERN ENTRANCE, known as Putnam Court, is characterized by a narrow sloping driveway that crosses under a catwalk and through loading zones serving National Non-Wovens and Eastworks.



THE CENTRAL ENTRANCE between Insa/Keystone and Eastworks is narrow and rarely used by visitors. It is perhaps the greatest missed opportunity for placemaking and pedestrian programming.



THE EASTERN ENTRANCE between the American Legion and Three Kingdoms, LLC is well-used by motorists, but its design presents dangers to pedestrians and bikers crossing from the Manhan Rail Trail to the mills.



PARKING is available throughout the Mill District. The mills are directly surrounded by approximately 780 parking spaces, with 746 of those spaces bordering the north and south sides of the mill buildings and the remaining in an additional parking lot located across Pleasant Street opposite Keystone.

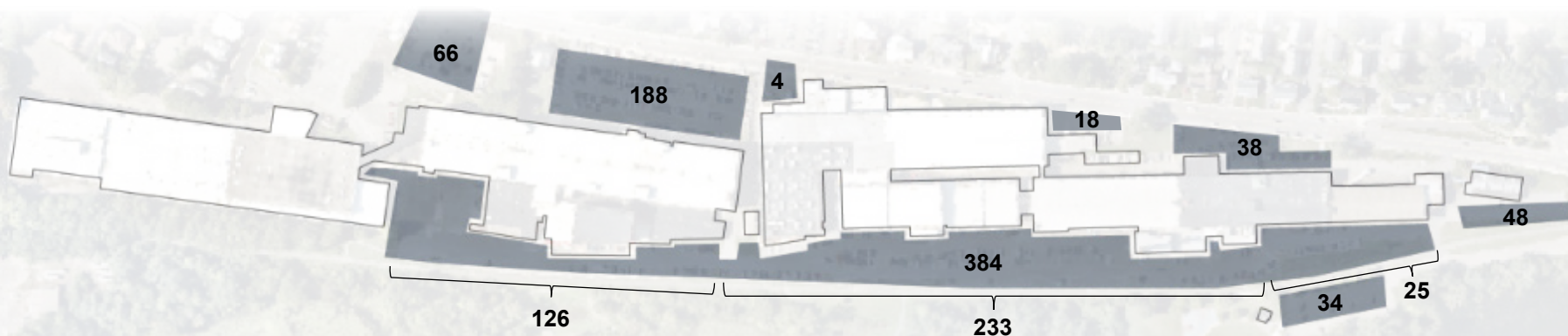
Millside Park has a dedicated parking lot with 34 spaces.

At the first public meeting, 58% of attendees (16/28) indicated challenging parking conditions. Others voiced specific concerns around parking during events.

While parking availability is not a concern during typical business days, mill tenants and employees stressed that parking demand exceeds capacity during events.



Parking behind Keystone building. Image credit: VHB



The condition of the Mill District's three entrances and parking lots were key drivers of this study. In their existing forms, the mills' streetscapes and parking lots prioritize motorists over pedestrians and bicyclists, and the lack of adequate signage impedes visitors' journey through the mills. At night and at particularly busy times (such as events at Millside Park or food truck days), these entrances contribute to general confusion and dangerous driving patterns.

When designed effectively, streetscapes can enhance pedestrian travel and wayfinding, contributing to a more pedestrian-friendly environment. The following are some urban design principles VHB prioritized when reimagining the streetscape:

Widened sidewalks, well-maintained landscaping, and pedestrian signaling create a welcoming atmosphere for walkers.

Well-marked or raised crosswalks alert drivers of pedestrian zones and promote safe driving practices.

Strategically placed benches, public art, and plazas provide opportunities for rest and social interaction.

Proper lighting along streetscapes and at parking lot entrances not only ensures safety but also enhances visibility, creating a secure and inviting atmosphere for pedestrians, even during evenings or in low-light conditions.

Wayfinding guides pedestrians to key destinations within and around the mills, such as businesses, public restrooms, or plazas, fostering a sense of orientation and making navigation more intuitive.

Well-designed streetscapes and parking lot entrances not only prioritize pedestrian and biker safety but also elevate the overall urban experience, encouraging more people to choose walking or biking as viable and enjoyable modes of transportation.



Flashing pedestrian sign. Image credit: VHB



Bike Parking. Image credit: VHB



Brick Crosswalk. Image credit: VHB

LANDSCAPE & RECREATION

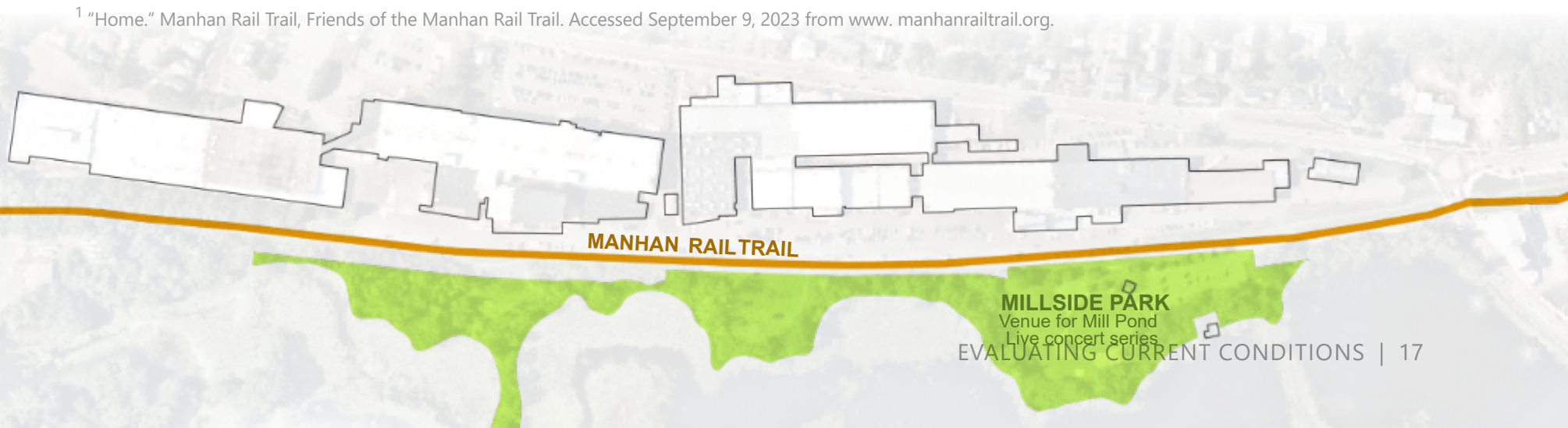
RECREATIONAL AMENITIES, including Millside Park and the Manhan Rail Trail, greatly contribute to the success of the Mill District. Millside Park is a well-utilized park. Millside Park hosts events throuout the year.

Connectivity between the mills and Manhan Rail Trail is limited. Mill owners and tenants during the two initial stakeholder sessions expressed a desire for better signage to draw in more commercial activity from the Rail Trail.

The Manhan Rail Trial is a six-mile paved pedestrian/bike trail that connects to the Northampton trail system to the north. In 2020, the Manhan Rail Trail was designated a National Rail Trail.¹



¹ "Home." Manhan Rail Trail, Friends of the Manhan Rail Trail. Accessed September 9, 2023 from www.manhanrailtrail.org.



3 ENGAGING THE PUBLIC

STAKEHOLDER & PUBLIC ENGAGEMENT

Involving the public in the planning process ensures that a diverse range of voices, perspectives, and concerns are considered, fostering a sense of ownership and inclusivity.

Through live surveys and many conversations with mill owners, tenants, residents, and other stakeholders, VHB gained valuable insights into the cultural, social, and environmental fabric of the mill district. The result is conceptual plans that not only meet circulatory and loading requirements but capture the unique identity and desires of the people it serves.

Collecting feedback at MillPond Live



2. How would you rate the mill complex on pedestrian safety?

2.1 out of 5

5. How would you rate the mill complex on signage and wayfinding?

1.6 out of 5

Notes from the second public meeting



7. How would you rate the public gathering spaces around the mill complex?

3.1 out of 5

Discussion at the first public meeting



	CHALLENGES	OPPORTUNITIES
SAFETY	• Lack of signage creates confusion, dangerous driving • Straight-aways in parking lots facilitate speeding • Insufficient lighting	• Add pedestrian signs, street painting, murals, and digital kiosks • Add raised crosswalks • Prioritize downlighting in pedestrian areas
CONNECTIVITY	• Limited connection between Manhan Rail Trail and mills • Insufficient bike infrastructure prevents bike parking • Disconnected sidewalk restrictive for pedestrians • No connection with New City neighborhood (Everett St)	• Create stairs and/or a ramp between the trail and mills • Add bike racks near business entrances • Link existing sidewalks and develop new ones where needed • Build a ped/bike bridge across Lower Mill Pond
PUBLIC ATMOSPHERE	• Not enough people-oriented outdoor spaces • Insufficient ties with local arts • Not enough places for kids to play or recreate	• Pedestrianize the mills and add plazas where possible • Incorporate local art with murals and sculptures • Upgrade Millside Park with a playground and skate park
LOADING	• Loading bays must remain open and accessible	• Design around bays, add screening in high-visibility areas
SUSTAINABILITY	• Lots are unequipped for increased electric vehicle usage	• Distribute electric vehicle chargers throughout parking lots

4 RECOMMENDED IMPROVEMENTS

DESIGN GOALS

After assessing the site and collecting feedback from the community, VHB designed a series of recommended improvements for the rear parking area at a conceptual level, and prepared 25% engineering drawings for the three Pleasant Street entrances.

VHB's recommended improvements are driven by three design goals:

1. Improve pedestrian and bicyclist accessibility and safety.
2. Enhance opportunities for placemaking and outdoor events.
3. Increase awareness and easy identification of buildings and businesses.

**Improve pedestrian
and bicyclist accessibility
and safety.**

**Enhance opportunities
for placemaking and
outdoor events.**

**Increase awareness and
easy identification of buildings
and businesses.**

WEST ENTRANCE: EXISTING CONDITIONS

The western entrance from Pleasant Street, leading to the rear of the mills, is known as Putnam Court.

Currently, this space is underprogrammed, with minimal signage, wayfinding, or striping.



WEST ENTRANCE: PROPOSED CONDITIONS

The proposed conditions in Putnam Court include a new parking lot dedicated for use by employees of National Non-Wovens, and a second, smaller parking lot that can be used by the public.

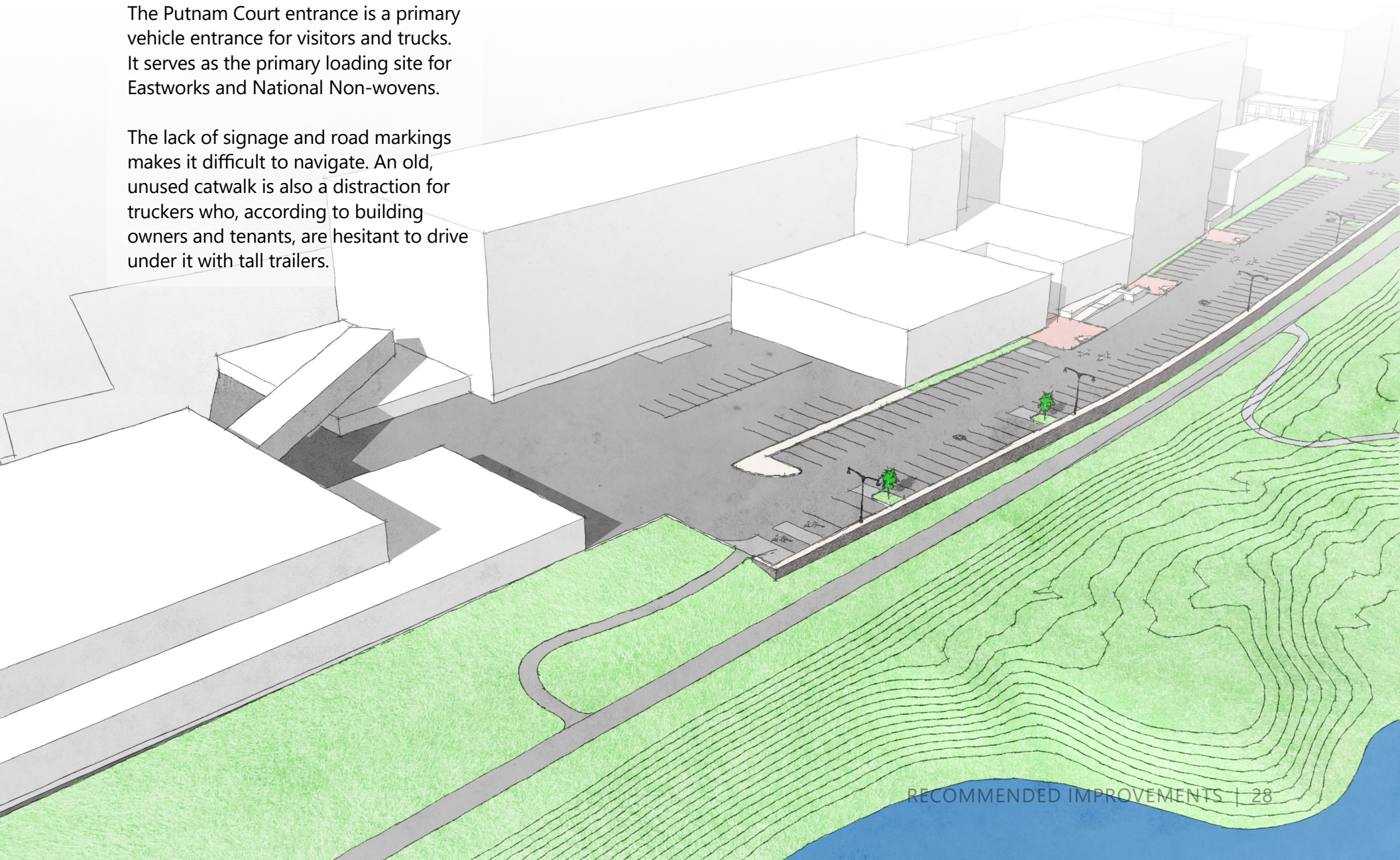
The removal of the dilapidated guardhouse is also proposed.



PUTNAM COURT: EXISTING CONDITIONS

The Putnam Court entrance is a primary vehicle entrance for visitors and trucks. It serves as the primary loading site for Eastworks and National Non-wovens.

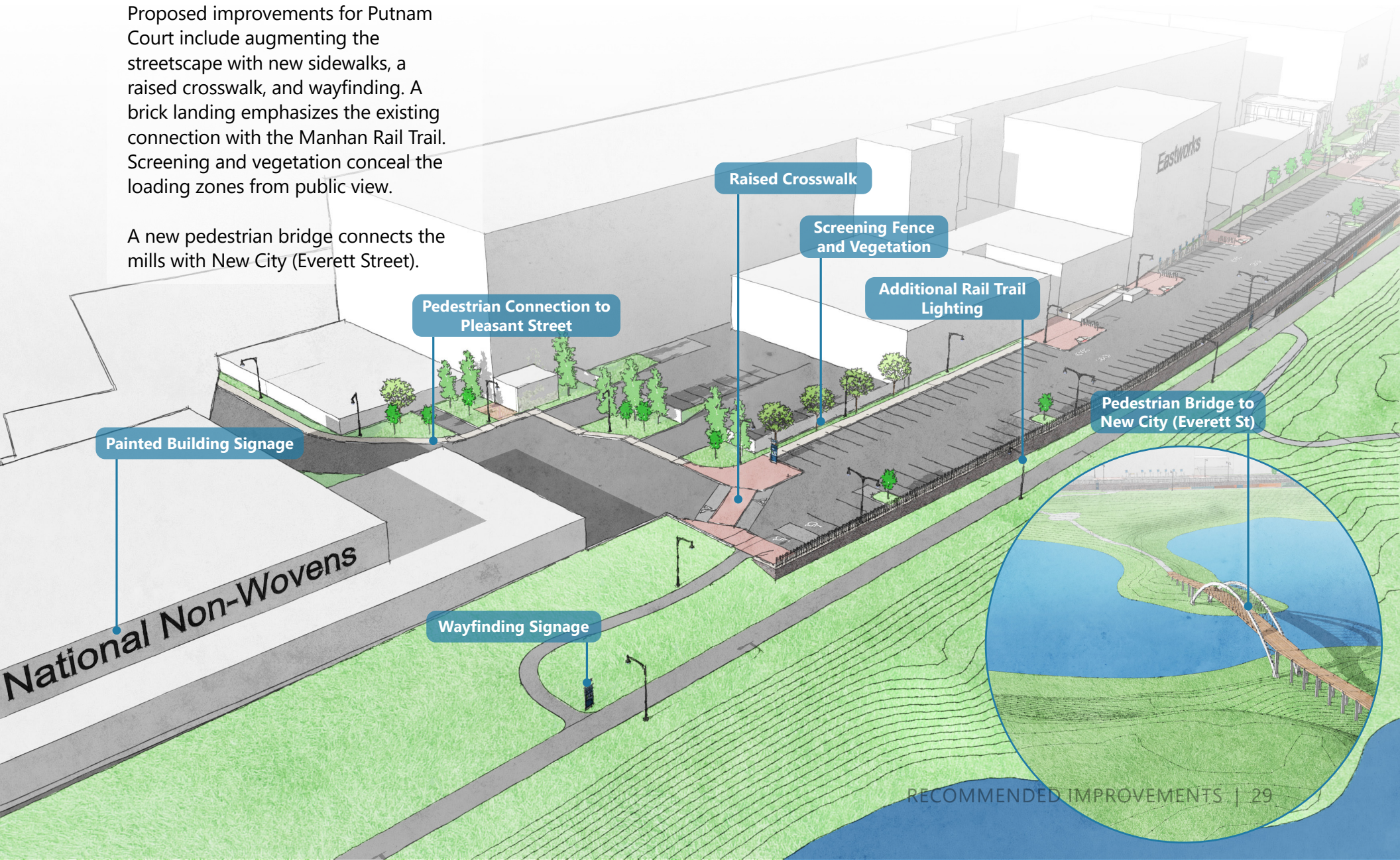
The lack of signage and road markings makes it difficult to navigate. An old, unused catwalk is also a distraction for truckers who, according to building owners and tenants, are hesitant to drive under it with tall trailers.



PUTNAM COURT: PROPOSED CONDITIONS

Proposed improvements for Putnam Court include augmenting the streetscape with new sidewalks, a raised crosswalk, and wayfinding. A brick landing emphasizes the existing connection with the Manhan Rail Trail. Screening and vegetation conceal the loading zones from public view. Screening and vegetation conceal the loading zones from public view.

A new pedestrian bridge connects the mills with New City (Everett Street).



CENTRAL ENTRANCE: EXISTING CONDITIONS

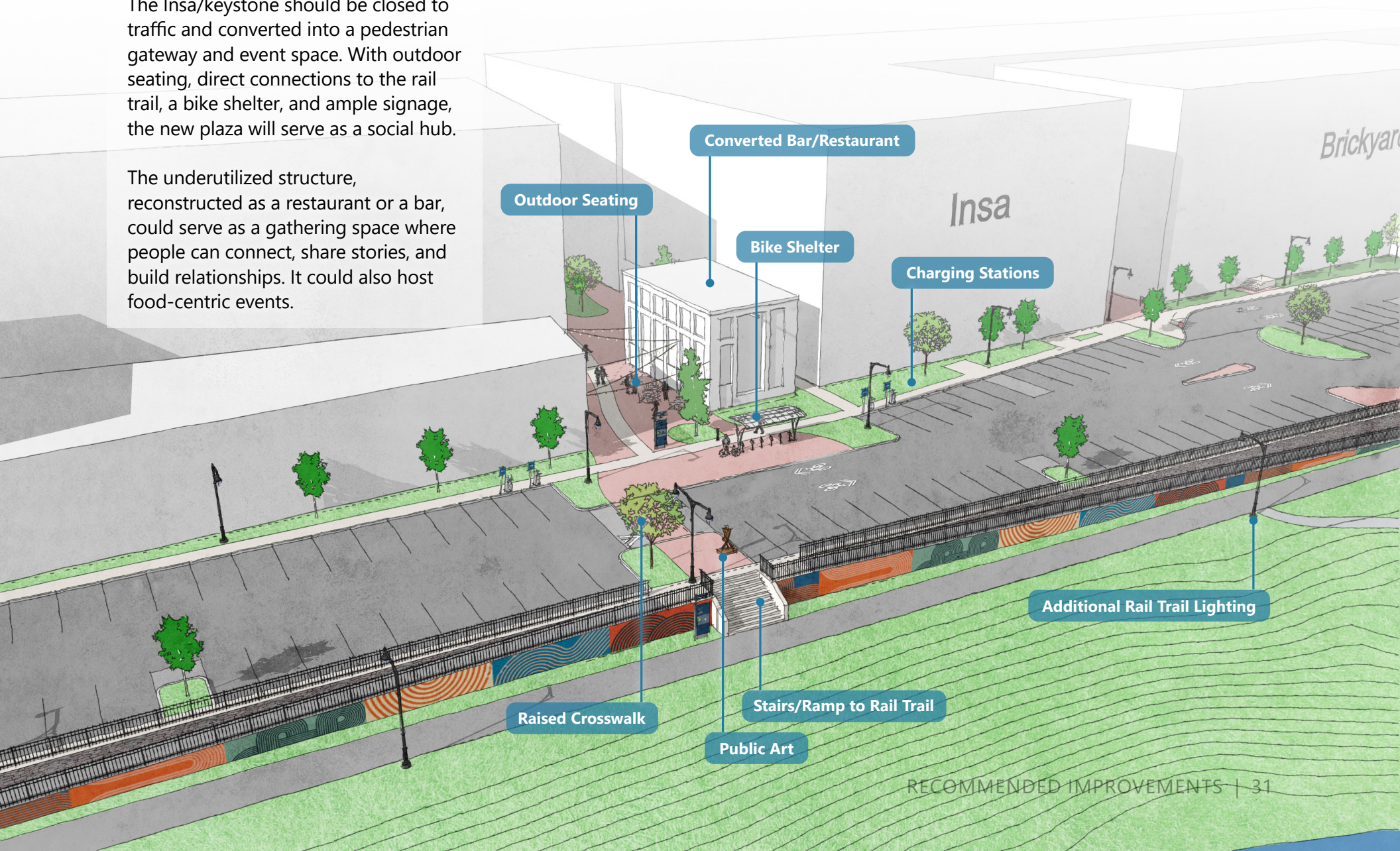
The one-way entrance between Insa/Keystone and Eastworks is narrow, dark, and unprogrammed. There is little pedestrian infrastructure connecting Pleasant Street with the rear parking lots. A small, separate building, owned by Eastworks, is underutilized.



CENTRAL ENTRANCE: PROPOSED CONDITIONS

The Insa/keystone should be closed to traffic and converted into a pedestrian gateway and event space. With outdoor seating, direct connections to the rail trail, a bike shelter, and ample signage, the new plaza will serve as a social hub.

The underutilized structure, reconstructed as a restaurant or a bar, could serve as a gathering space where people can connect, share stories, and build relationships. It could also host food-centric events.



MILLSIDE PARK: EXISTING CONDITIONS

Millside Park is an integral location for Easthampton's arts and culture scene. A basketball court, exercise equipment, and an acoustical bandshell circles a grassy lawn. The site hosts both the Arts in the Park music series as well as the annual MillPond Live festival.

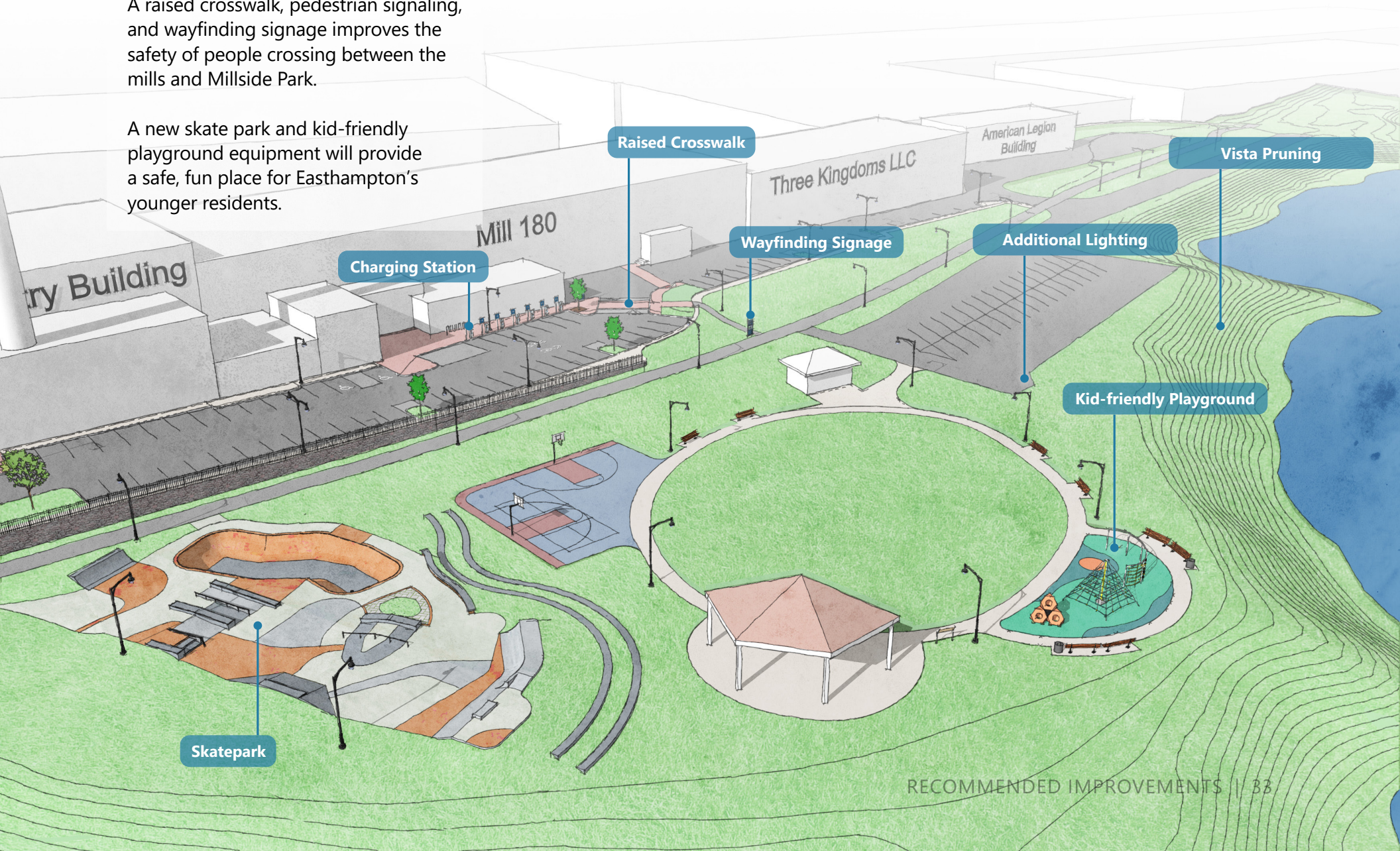
The sole pedestrian link between Millside Park and the mills is located at an "S" curve in the parking lot, which partially blocks motorists' sight of pedestrians and bikers when they cross.



MILLSIDE PARK: PROPOSED CONDITIONS

A raised crosswalk, pedestrian signaling, and wayfinding signage improves the safety of people crossing between the mills and Millside Park.

A new skate park and kid-friendly playground equipment will provide a safe, fun place for Easthampton's younger residents.



EAST ENTRANCE EXISTING CONDITIONS

The Eastern entrance from Pleasant Street to the rear of the mills is located close to the American Legion Hall.

Based on feedback received from the mill tenants and the community, this entrance is perceived as unsafe, and inefficient.



EAST ENTRANCE: PROPOSED CONDITIONS

This entrance would benefit from the removal of a portion of the Three Kingdoms LLC building, allowing for safer and more efficient flow of traffic.

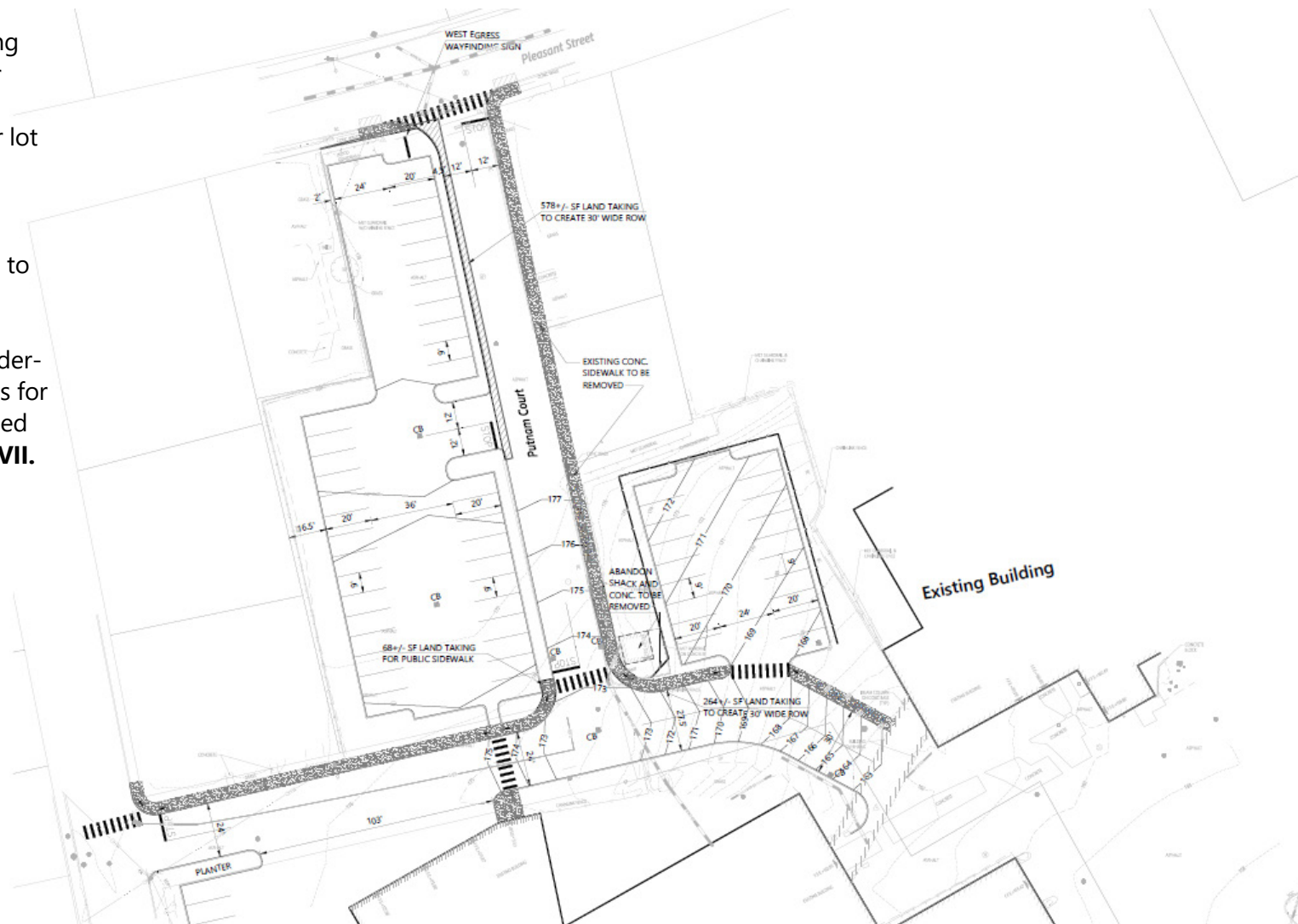


25% ENGINEERED PLAN: PUTNAM COURT

The proposed changes to Putnam Court include adding an employee parking lot for National Non-Wovens and modifying a second, smaller lot for public use.

The full-size pdf of the 25% engineered plan is attached to this report as **Appendix VI**.

VHB prepared high-level order-of-magnitude cost estimates for these improvements, attached to this report as **Appendix VII**.

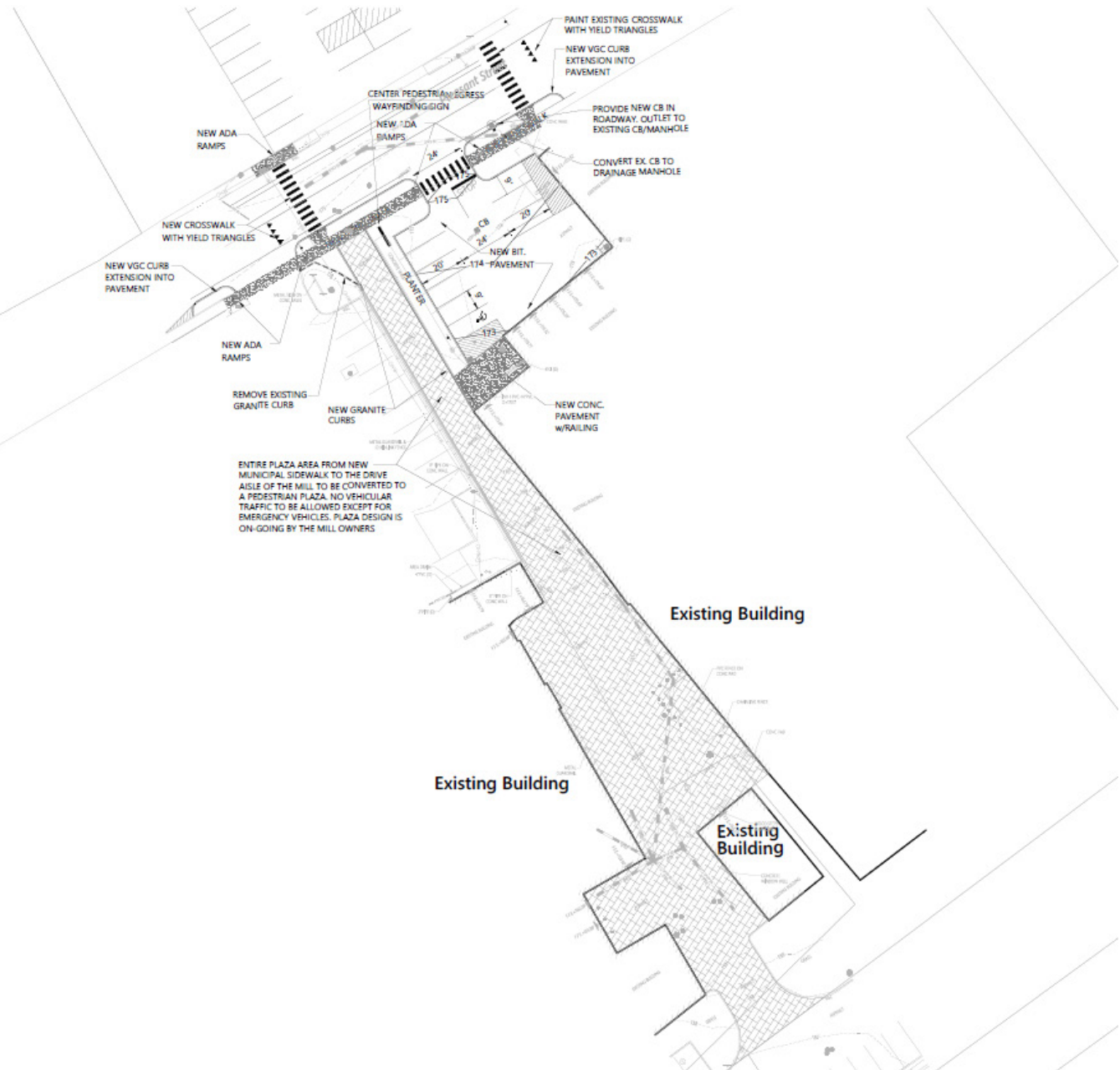


25% ENGINEERED PLAN: CENTRAL ENTRANCE

The proposed changes to the central entrance support its pedestrianization. A new crosswalk aligns the parking lot across the street with the new pedestrian alley. New sidewalk along Pleasant Street connects with existing sidewalk to enhance the safety of pedestrians and cyclists. With a restriped configuration, the front parking lot adds extra parking spaces and improves the appearance of Keystone's main entryway.

The full-size pdf of the 25% engineered plan is attached to this report as **Appendix VI**.

VHB prepared high-level order-of-magnitude cost estimates for these improvements, attached to this report as **Appendix VII**.



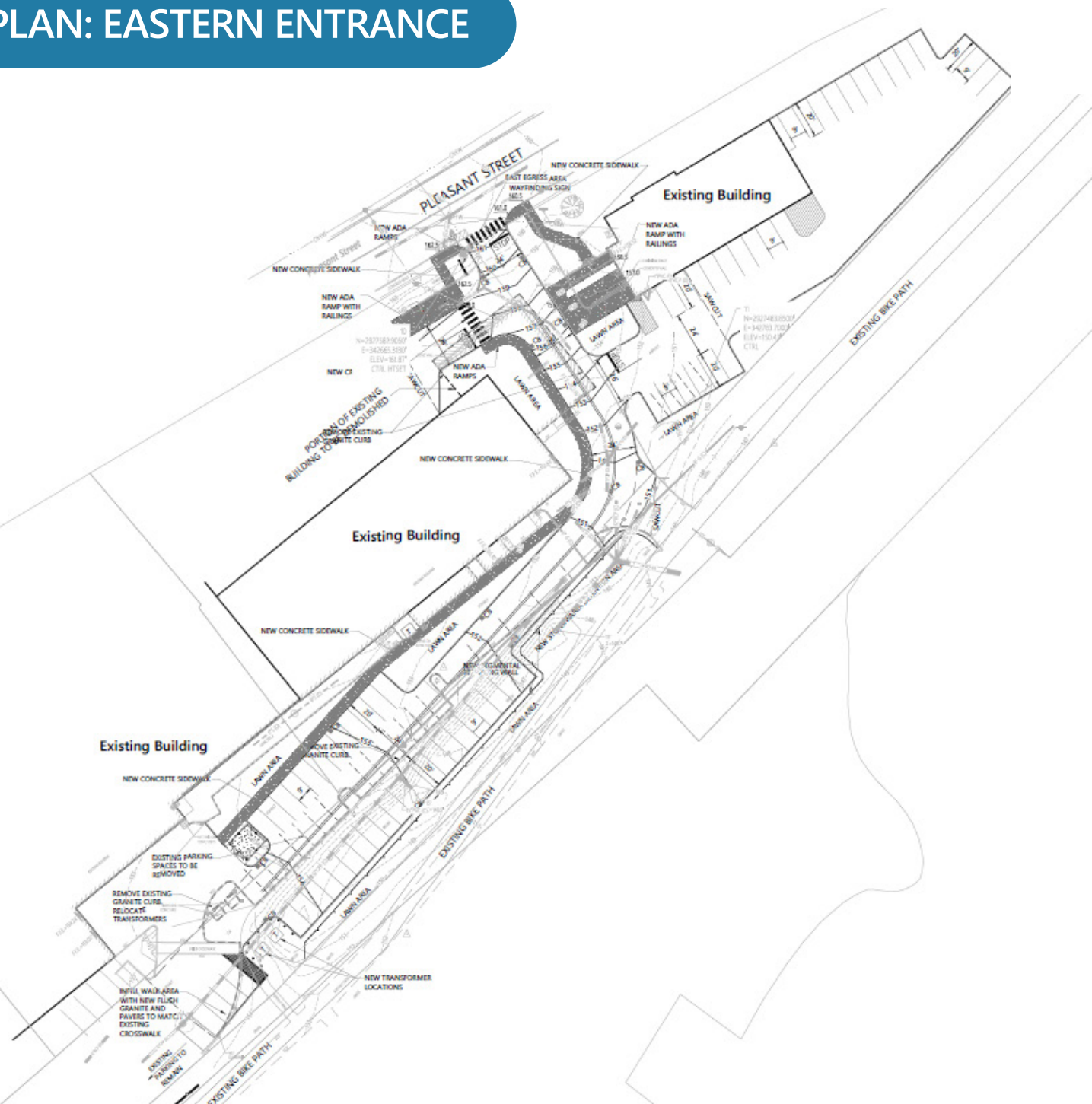
25% ENGINEERED PLAN: EASTERN ENTRANCE

The American Legion entrance can be made safer and more efficient through the removal of a portion of the Three Kingdoms LLC building.

The reconfigured driveway improves driver line of sight and perpendicular parking, making for a safer pedestrian and cyclist environment.

The full-size pdf of the 25% engineered plan is attached to this report as **Appendix VI**.

VHB prepared high-level order-of-magnitude cost estimates for these improvements, attached to this report as **Appendix VII**.



OTHER OPPORTUNITIES FOR PARKING

Because parking is a concern during high-attendance events, several mill owners are independently exploring areas to add parking:

1

National Non-Wovens is exploring the resurfacing and relining of their parking lot. This would be primarily restricted to employee use.

2

Eastworks is interested in adding a parking deck to the lot in front of their building.

3

Keystone is conducting a feasibility assessment (ongoing at the time of this report) that will determine whether a six-story parking garage would be suitable for the location across from Keystone.

Future collaboration and communication between owners and the City—which can be facilitated through a development agreement—can ensure that changes to the area are carried out in a way that does not impede access to or enjoyment of the mills and surrounding amenities.



5 SIGNAGE AND WAYFINDING

SIGNAGE & WAYFINDING

Consistent, intentional signage can improve the experience of visitors to any public property. In the case of the Mill District, the current lack of signage and wayfinding elements is contributing to what mill owners and tenants describe as frustrating and unsafe driving and pedestrian conditions. Furthermore, the lack of signage is diminishing interior businesses' ability to market themselves and bring in additional business from the parking lots, Millside Park, and the Manhan Rail Trail.

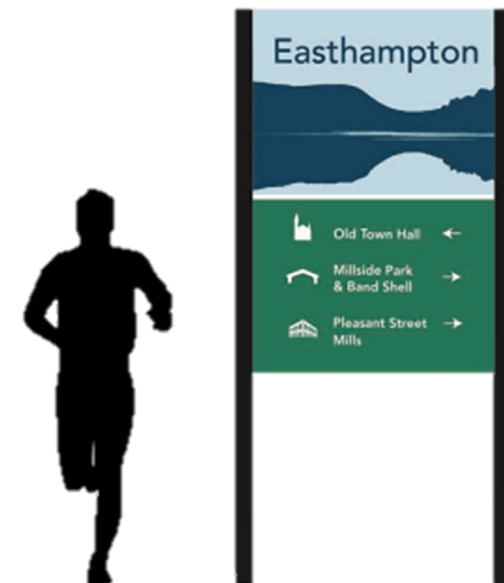
During the first public meeting, attendees rated signage and wayfinding in the Mill District 1.8 out of 5, with 44% of respondents describing the current signage conditions as "extremely confusing."

To bolster the City's current efforts for signage, VHB's recommendations lean on a report published by the City in 2021. Prepared by Favermann Design, *the City of Easthampton: Community Branding & Wayfinding Project*¹ final report was the result of a \$15,000 grant through Massachusetts Downtown

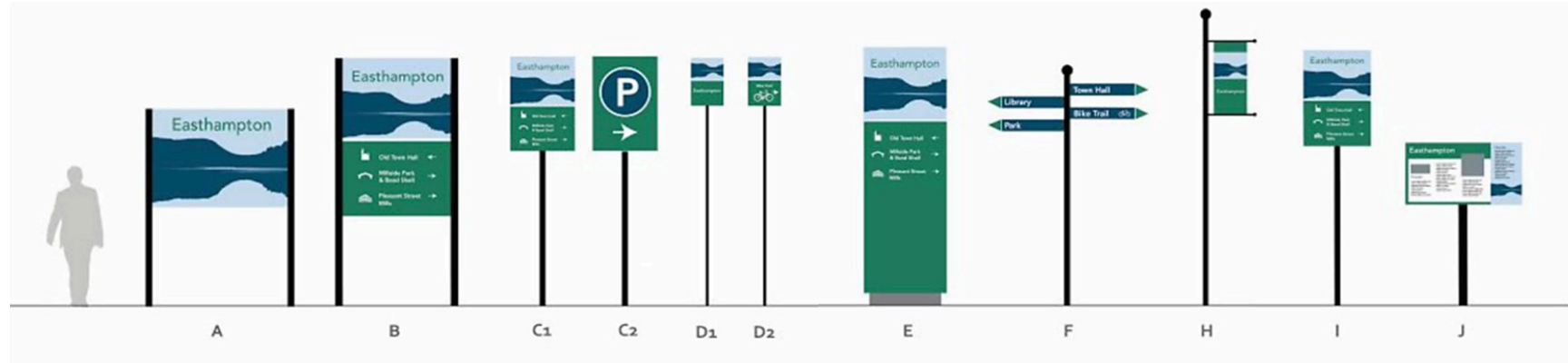
Initiative Program that attempted to "fill a yawning gap" between new restaurants, bars, and retail and adequate, coherent signage.

Through meetings with both the public and City staff, a final design (right) was chosen to serve as the conceptual brand for future signs in and around Easthampton's retail and dining amenities. It highlights the distinctive features of Mount Tom reflected in Nashawannuck Pond in Easthampton. The sign family based on this design is highlighted on the following page.

¹ City of Easthampton: Community Branding & Wayfinding Project Final Report 2020-2021 (2021). Favermann Design. Accessed September 11, 2023 from https://easthamptonma.gov/DocumentCenter/View/6074/Wayfinding_Easthampton_FinalReport2020-2021-1



Final graphic with iconic image of Mount Tom reflected in Nashawannuck Pond in Easthampton, a visual motif coined "the bottle."



The comprehensive signage plan for the City of Easthampton includes entry signs (B), parking signs (C2), fingerpost signs (F), and banners (H).

To improve building and business identification, stakeholders had several suggestions, ranging from adding wall-mounted interior signs that are color-coded by building; adding kiosks with interactive displays that can be edited and updated to display events, new businesses, and directions; and murals that highlight the name of the building on the exterior.

Art-based placemaking has a particular transformative power and can evoke emotions, create a sense of place, and shed light on the history of the location. Artistic and cultural placemaking opportunities such as murals, sculpture gardens, and pop-up stands can drive visitation and a general sense of comfort in a place.



SIGNAGE PLAN: REGIONAL

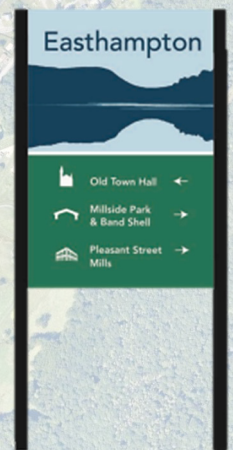
Easthampton Rd. & Lovefield St.

Pleasant St. & Ferry St.

Main St. & Pleasant St.

Parsons St. & East St.

**EASTHAMPTON
BRANDED SIGN B**



SIGNAGE PLAN: SITE

EXAMPLE

SITE DETAILS

INTERACTIVE KIOSK



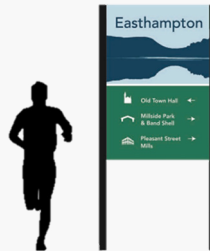
- Interactive map of the mill with labeled buildings, searchable/indexed businesses, and markers indicating the location of restrooms, elevators, Millside Park, and Manhan Rail Trail

METAL ARCHWAY



- East entrance:**
"Mill District – East Entrance"
- West entrance:**
"Mill District – West Entrance"

EASTHAMPTON BRANDED SIGN B



- West entrance and Manhan Rail Trail entrance:**
National Non-wovens, Eastworks
- Center entrance and stairs at crosswalk:**
Eastworks, Keystone, Insa, Brickyard
- East entrance and Millside Park entrance:**
Paragon Arts & Industry, Mill 180, Three Kingdoms LLC, American Legion

EASTHAMPTON BRANDED SIGN F



- Corner of Eastworks:***
Daily Operation, Easthampton Media, Healy Guitars, RMV, Sacred Roots Yoga & Massage, The Lift Salon, Vegan Pizza Land, Zing! Table Tennis Center
- Keystone alley opening:***
Abandoned Building Brewery, American Legion, Fitness Fusion, New City Brewery, New City JiuJitsu, Northampton Suzuki Studio, Salon 180 East, Tip Top Wine Shop

*Additional discussion around business-specific signage will be required.



Center Entrance

West Entrance

West Lot Entrance

Path from Manhan Rail Trail

Pedestrian Plaza

Stairs at Crosswalk

Corner of Eastworks

Keystone Alley Opening

East Entrance

East Lot Entrance

Millside Park Entrance

6 IMPLEMENTATION

IMPLEMENTATION

The Pleasant Street Mill District is a civic space that spans several properties, some owned by the City, and some owned by private entities. The district is home to many businesses and residents, and also features public parks, community event spaces, and a bicycle trail serving the broader region. Throughout the district, access and parking are generally shared by all parties, irrespective of who owns what.

Over time, the district's property owners have demonstrated a true partnership – working collaboratively to enhance the district one step at a time. In order to implement the improvements recommended in this document, the property owners must continue to be proactive, and to engage with one another in open dialogue.

In this section, we outline a series of steps that can enable the property owners to establish a more formal framework for shared decision-making and investment.

Property Boundaries



Source: Massachusetts Interactive Tax Map

PREPARE A MEMORANDUM OF UNDERSTANDING

We recommend that the City facilitate a process whereby all parties who own land within the Pleasant Street Mill District (including the City itself) work together to prepare a Memorandum of Understanding (MoU), outlining an implementation strategy.

The MoU should, at minimum, include the following elements:

- Identification of parties;
- Communication protocol for the MoU (including regularly occurring meetings);
- Full list of capital improvements to be made throughout the district;
- Assignment of responsibility for each improvement, including the five fundamental implementation tasks: Design, Build, Finance, Operate, and Maintain (DBFOM)

- In certain cases, improvements may be led entirely by a single party (for example, an improvement that only benefits one owner, located entirely within that owner's property);
- In other cases, improvements may be implemented in a more collective way, with contributions coming from multiple, or all, parties to the MoU.

ESTABLISH A BUSINESS IMPROVEMENT DISTRICT (BID) or CULTURAL DISTRICT

A Business Improvement District (BID) is a way to organize co-investment from businesses and property owners within a district to support economic development activities that nurture vibrant places. BID's can provide a range of services and programs, such as capital improvements (like those identified in this plan), public safety, and special events.

A Cultural District designation through the Massachusetts Cultural Council (MCC) could strengthen the existing character of the Mill District, and provide an organizational structure and funding for the existing cultural facilities, activities, and assets.

Establishing a BID or Cultural District, or similar entity in the Pleasant Street Mills District would create a mechanism for shared investment, which is a natural fit for the district's unique form of "privately-owned public space."

ESTABLISH EASEMENTS

Based on the planned improvements identified in the MoU, the City and the property owners should work proactively to establish any new easements (or revise existing easements) that may be needed throughout the district.

This may include utility easements, access easements, and/or drainage easements.

Eminent domain may be required at the East Entrance to remove a portion of the existing building and allow for a wider entrance.

FACILITATE CAPITAL PLANNING

With a Memorandum of Understanding in place, a Business Improvement District formed, and easements established, the City and the property owners can devise a phased, detailed roadmap for the implementation of the district improvements.

The parties should work together to prepare a master schedule and budget, with the highest priority projects taking place early on.

The implementation roadmap can include strategies for soliciting funds from regional, state, or federal agencies, and assign responsibility for applying for funds.

PERFORM INITIAL STUDY ON THE PEDESTRIAN BRIDGE

The concept of placing a pedestrian bridge over Lower Mill Pond and connecting the Pleasant Street Mills district to the neighborhood of New City is popular within the community. This idea presents great opportunity for enhanced connectivity and placeamaking.

The City should work with a consultant to prepare a feasibility assessment of the pedestrian bridge project, create a conceptual design, and pull together a cost estimate.

IMPROVEMENTS

The recommended district improvements are outlined as follows:

ACTION	CHAMPION(S)	FUNDING SOURCE(S)
1. REIMAGINE TRAFFIC FLOW		
1A. Implement traffic calming measures, such as raised crosswalks and textured surfaces, to encourage safe driving speeds within parking lots.	City of Easthampton	SSSP, CCFP, SS4A, MW
1B. Install signage that directs traffic in a safe and efficient manner.	City of Easthampton	
1C. Provide electric vehicle (EV) chargers throughout the lots to support the growing number of EV drivers in the region.	City of Easthampton Mill owners	<u>MassEVIP</u>
2. ENHANCE PEDESTRIAN EXPERIENCE		
2A. Convert the district's central entrance into a pedestrian-only gateway and event space.	City of Easthampton Keystone mill owner(s) <u>Eastworks</u> mill owner(s)	SSSP, CCFP, SS4A, HC
2B. Enhance pedestrian safety by designing well-marked crosswalks, pedestrian signals, and well-lit pathways.	City of Easthampton	SSSP

CPA: Community Preservation Act
 CSFP: Complete Streets Funding Program
 MassEVIP: Massachusetts Electric Vehicle Infrastructure Program
 MW: MassWorks Grant Program
 HC: Housing Choice Grant Program

PARC: Parkland Acquisitions and Renovations for Communities Grant
 SS4A: Safe Streets and Roads for All Grant Program
 SSSP: Shared Streets and Spaces Grant Program
 MCC: Mass Cultural Council
 ECA: Easthampton City Arts

2C. Connect existing sidewalks with new sidewalks and painted pedestrian-only lanes.	City of Easthampton	SSSP, CCFP, SS4A
3. ENCOURAGE GATHERING		
3A. Introduce elements such as plazas, public seating, and lighting to enhance accessibility and comfort and invite social gathering.	City of Easthampton Mill owners	SSSP
3B. Introduce a playground in <u>Millside Park</u> .	City of Easthampton Mill owners	CPA
3C. Introduce a skate park in <u>Millside Park</u> .	City of Easthampton	PARC
4. ENHANCE CONNECTIVITY		
4A. Introduce a new ped/bike bridge connecting the Manhan Rail Trail to the New City neighborhood (Everett Street) across Lower Mill Pond.	City of Easthampton	CCFP
4B. Add physical connections between the mills and the Manhan Rail Trail, such as stairs and ramps.	City of Easthampton	SSSP, CCFP
4C. Install bike racks at business entrances to encourage cycling	City of Easthampton	
5. SHOWCASE PUBLIC ART		
5A. Collaborate with local artists to paint building and business names onto the brick facades. This will increase the visual appeal of the buildings and enhance wayfinding for pedestrians and cyclists.	City of Easthampton Mill owners	MCC, ECA
5B. Place concrete footpads for future sculpture installations.	City of Easthampton	MCC, ECA

5C. Encourage arts and culture events that highlight the works of local businesses and studio spaces.	City of Easthampton Easthampton City Arts Easthampton Cultural Council Mill tenants	MCC
6. UPGRADE WAYFINDING		
6A. Install cohesive wayfinding signage that guides pedestrians and drivers to key destinations. Signs should be located along Pleasant Street, around all parking lots, and along the Manhan Rail Trail.	City of Easthampton	MW, HC
6B. Ensure signage is easily visible, well-lit, and follows universal design principles to accommodate users with diverse abilities. This may include translations on major directional signs.	City of Easthampton	MW, HC
7. IMPROVE INTERNAL COORDINATION		
7A. Form a Mill District Committee or Business Association to coordinate funding and projects.	Mill owners Mill tenants	
7B. Make a comprehensive website for the Mill District that includes links to each business' website, an events calendar, and a list of ongoing projects.	Mill owners Mill tenants	
7C. Coordinate with local arts and culture organizations to pursue funding and plan public events.	Mill owners Mill tenants Easthampton City Arts Easthampton Cultural Council	

APPENDIX

APPENDIX I: STAKEHOLDER SESSION WITH MILL OWNERS

On April 25, 2023, VHB facilitated a meeting with mill owners to discuss issues and opportunities for the three entry-points, parking, and placemaking. The following is a summary of feedback collected from this conversation.

Entrances

- The entrances have been a liability – hard to identify front and back of Pleasant Street / pond side of the street / front of the building.
- Entranceway by the post – people treat it like a street.
- Remove catwalk and guard shack – a lot of trucks think that the catwalk is too low and that they won't be able to pass, but it's high enough; better to remove to eliminate confusion, and improve appearance.

Speeding

- People speed down the alley between Keystone and Eastworks.
- Legion – should we put a curb there so his parking lot is more defined, and people not driving through it at high speeds?
- Elevated crosswalks

Signage

- There needs to be better signage.
- Corner has a lot of almost-accidents – need a stop sign / speed bump.
- Need a "Not an Entrance" sign.
- On board with creating joint directory from Tenants meeting.

Parking Spaces Needed

- Paul needs at least 60 right now, possibly 100 to grow
- VHB to send out a survey to all owners to understand need / how much vacant space there currently is

On April 25, 2023, VHB facilitated a meeting with mill tenants to discuss issues and opportunities for the three entry-points, parking, and placemaking. The following is a summary of feedback collected from this conversation.

Customer/Vendor Complaints

- Access/entry complaints from trucks. There is no signage, no wayfinding, and no confirmation for trucks that there is height clearance for them to enter. Trucks are usually 54-footers, tractor with a trailer, and can't usually turn around.
- The planters are nice in the parking area for thermal breakup of the asphalt, but not conducive to truck movement.
- No pleasant street frontage, could have more murals, location is right by the loading docks.

Preferred Truck Entry

- East entrance would be good. Google maps takes customers/trucks into the alleyway and all the way to the back.
- Don't think a central loading corridor would be helpful, because all have different needs.
- Remove catwalk so trucks aren't afraid of entering there.

Signage

- Need more signage for trucks (including height clearance).
- Need signage for visitors.
- Different colored buttons for each district to easily show where to go (Button City).

Retaining Wall

- Create access to the park with two openings in the retaining wall.
- Only access to the park right now is on eastern side, and not safe for pedestrians.

Safety Concerns

- Fender benders
- Cars speeding – could use more speed bumps / rubber bumps to slow people down, or a raised pedestrian path.
- Collision possibility around corners – want mirrors but DPW is hesitant with mirrors.

Park Vision:

- Connect to parking lot.
- Benches, public art, recreation, doggy clean-up space, skate park, etc.

Lighting:

- Provide more lighting for bike path and around the park.

Pedestrian Bridge:

- Floating bridge?
- Industrial pollutants in water – need to do cleanup along with bridge proposal.
- Pedestrian Bridge connecting New City neighborhood to park, which would be connected to the parking lot and Mill businesses would give lower income and minority populations in New City more access to this part of the community.

Current Use of Parking Lot:

- Average stay for customers is 2-4 hours.
- Many people park their cars all day and bike on the bike trail.

Directory/Website:

- Create a website with a directory of all Mill businesses, showing routes for trucks and visitors.

Food Trucks in Parking Lot:

- When food trucks park, they all run generators – a lot of buried infrastructure now.
- Would be environmental win and noise win for customers if there could be more electrical access.
- Load: 120 amps. Sometimes 50 amps.
- Sometimes using propane, which doesn't make any noise, mostly for the refrigerators. Some use water pumps.

Summer Concert Series:

- Approximately 2,000 people in the park.
- No longer have access to the whole lot for parking – limited by some of the mill owners.

APPENDIX II: PUBLIC MEETING I

On May 30, 2023, VHB facilitated a meeting with the public to discuss issues and opportunities for the three entry-points, parking, and placemaking. The following is a summary of feedback collected from the twenty-eight attendees.

Pleasant Street Mills Area Improvements

28
Responses

02:06
Average time to complete

Active
Status

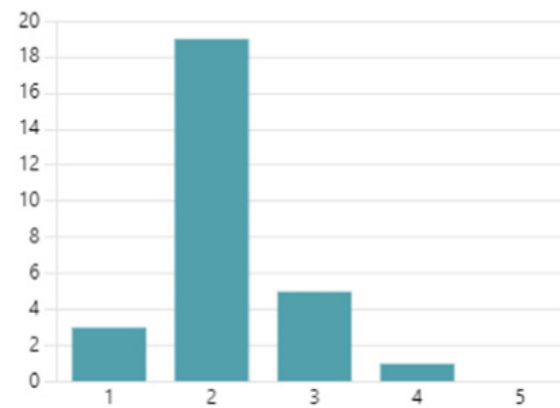
1. Which of the access points do you use to get behind the mills?

● Eastern entrance	15
● Central entrance	12
● Western entrance	13



2. How would you rate the mill complex on pedestrian safety?

2.14
Average Rating



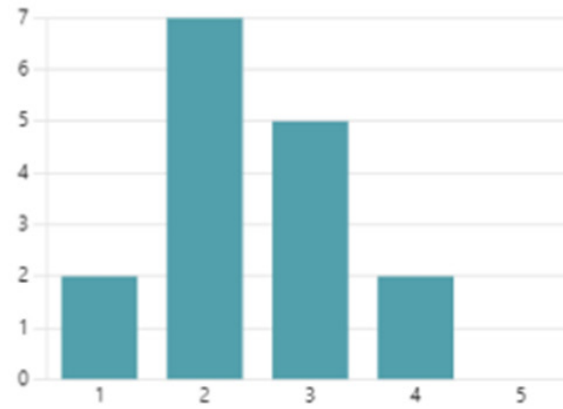
3. Do you bike around the mill complex?

● Yes 16
● No 12



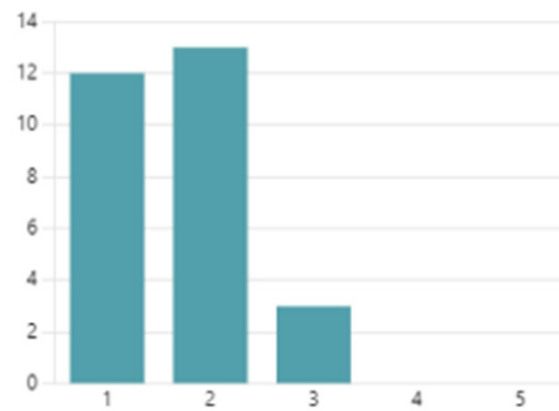
4. How comfortable are you biking around the mill complex?

2.44
Average Rating



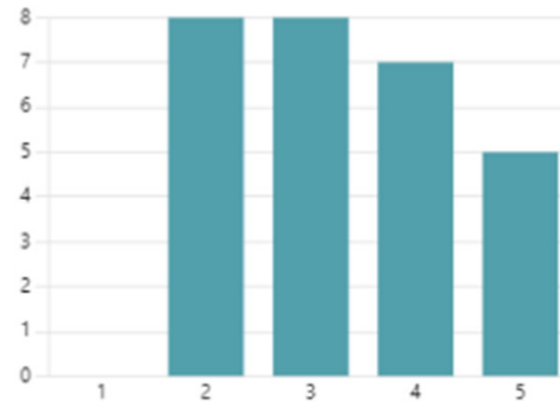
5. How would you rate the mill complex on signage and wayfinding?

1.68
Average Rating



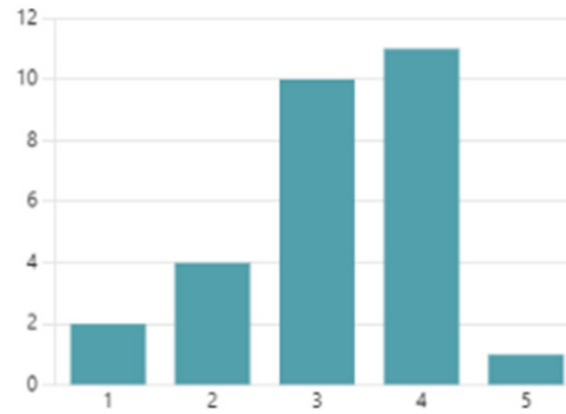
6. How would you rate the mill complex on availability of parking?

3.32
Average Rating



7. How would you rate the public gathering spaces around the mill complex?

3.18
Average Rating



8. What else should VHB consider for the Pleasant Street Mills Area Vision Plan?

22
Responses

Latest Responses

"Improving/creating the pedestrian entrances for the rear keyst..."

"I think the area that is facing Pleasant St should not be ignore..."

5 respondents (23%) answered **space** for this question.

entrance only pedestrian street pedestrian access pedestrian space g
pedestrian way Millside Park rail trail **space** entrance pede
mill business Safer parking lots way area publi
walk parking availability town and r

ACTIVE MAPPING & GROUP DISCUSSION

GROUP 1

Group 1 identified the following **issues** with the existing mills area:

- Unused entrance behind Keystone, where island parking starts (not a through way). Could be made into a walkway with clear signage.
- Dangerous roadway crossing for Keystone employees and visitors - must cross Pleasant Street and people don't stop. An elevated crosswalk has been tough to sell because of truck traffic.
- Keystone lot (across Pleasant) should be repaved and relined – can't even see the spaces
- The eastern entrance is way too narrow, and parking is very tight along that whole building.
- Difficulty traversing back <-> front of buildings via bike - often must carry bike through a building.
- Loading on western entrance blocks the entrance to the back of the mills for visitors and employees.
- People don't know where to enter the Keystone building. The entrance is next to the dumpsters and is not welcoming.
- It's unclear which parking lot is for which business – is anyone monitoring this?
- Mill 180 Loading dock: trucks have to come from Putnam Court entrance because they cannot turn around behind Mill 180.
- Alleyway in front of Paragon is vital to business but main entry is scary from eastern entrance.

Group 1 identified the following **opportunities** with the existing mills area:

- Keystone building entrance faces Pleasant Street, could be a great gateway to the mills.
- Buildings (and parking lots) could be assigned a color to ease visitor wayfinding.
- Simple maps with "You are here" arrows would help.
- We could paint the name of the nearest mill building on Manhan Rail Trail exit pavement. Other signage about the buildings could be on the Rail Trail.
- Bike parking could be tucked behind Mill 180.
- Eastern entrance could be made one way.
- American Legion building could have its own entrance and parking.



ISSUES

- unused entrance behind Keystone
- Dangerous roadway crossing for Keystone employees/visitors
- Re-lining Keystone lot
- Eastern entrance too narrow, Full eastern section too narrow
- Difficulty traversing back ↔ front of buildings via bike
- Loading on Western entrance blocks entrance for visitors/public to back of Mills
- People don't know where to enter Keystone building (dumpsters)

IMPROVEMENTS

- Highlight Keystone Entrance
- Signage : color-code buildings?
" " entrances
- "You are here" maps+signage

GROUP 2

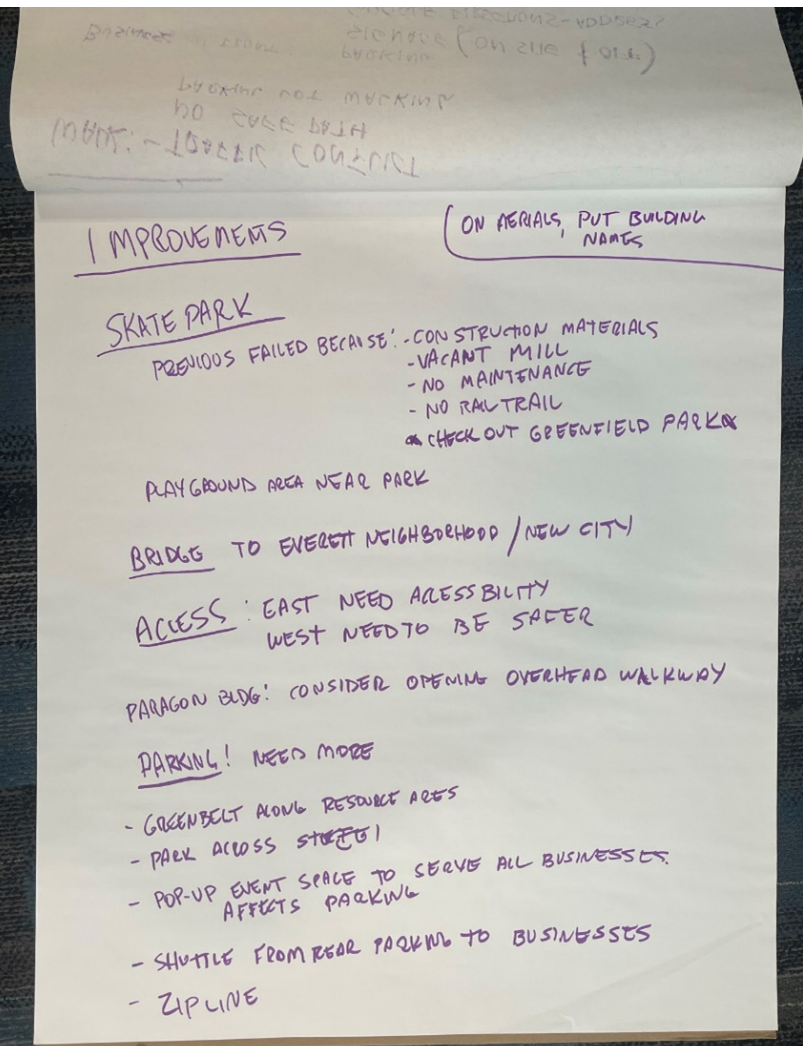
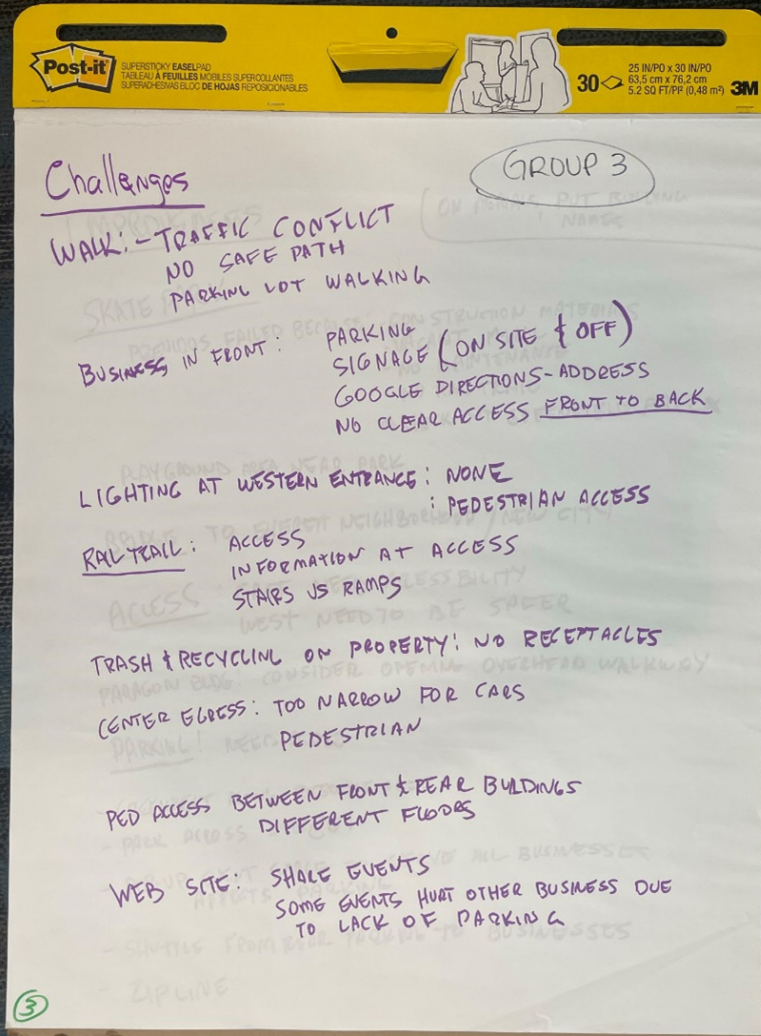
Group 2 identified the following **issues** with the existing mills area:

- Rents going up.
- More entrances to rail trail.
- Eastern entrance is scary.
- Biking is scary along Pleasant Street.
- People drive too fast.
- Sidewalks along northern edge of buildings.
- Minimal event parking.
- The boat ramp has zero signage – should emphasize kayaking. Possibility of new boat launch?
- Manhan Rail Trail is too hot and has no character. The entrances need more dressing.
- High wall next to bike path prevents people from seeing businesses.

Group 1 identified the following **opportunities** with the existing mills area:

- Millside Park could feature a skate park.
- Millside Park could feature a sculpture garden.
- Chapman Ave could be a new entrance to Manhan Rail Trail.
- Eastworks has big plans in the works.
- Central entrance should be pedestrian only.
- The standalone building in the central entrance has some plans in the works.
- A pedestrian bridge could cross from mill side to cemetery.





GROUP 3

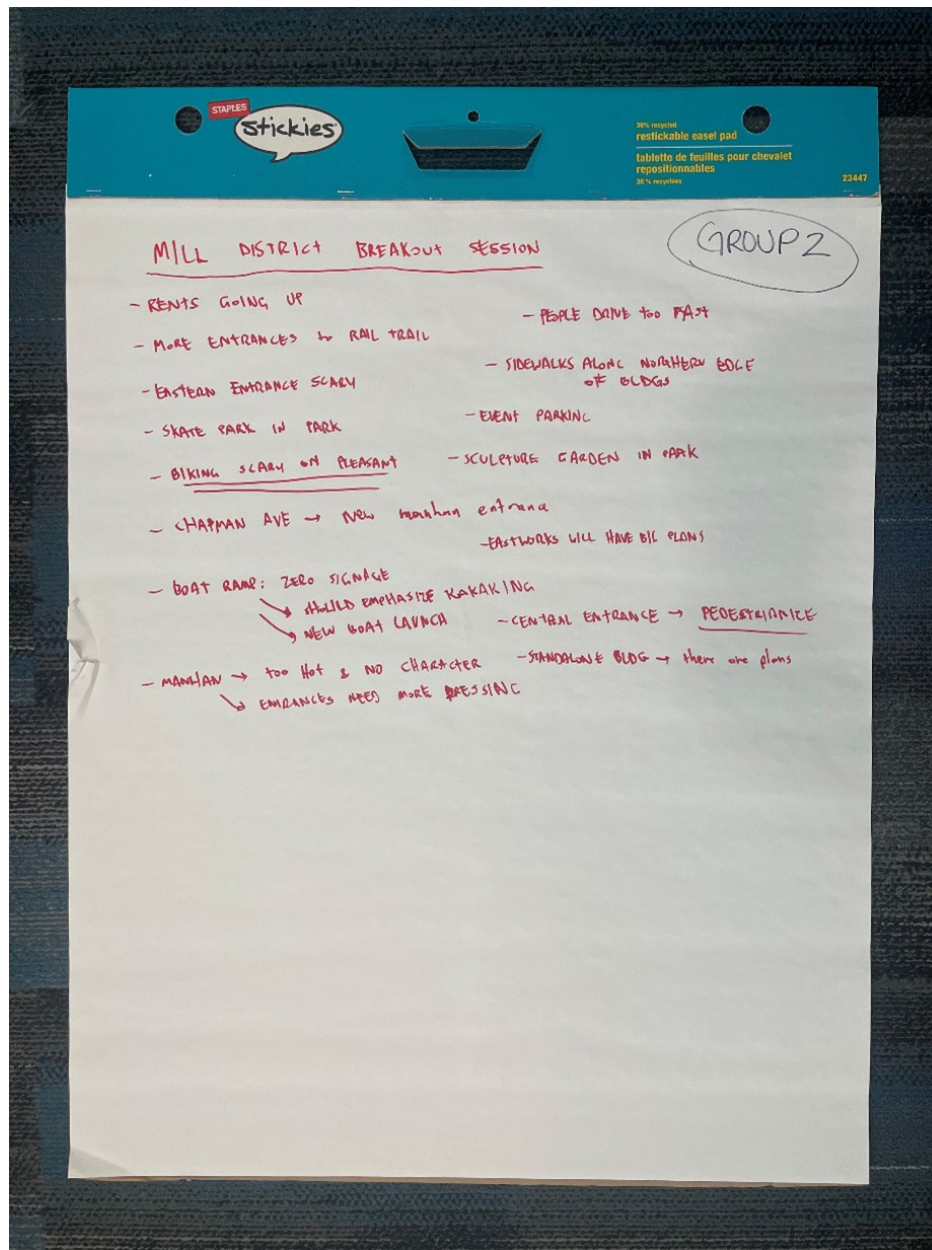
Group 3 identified the following **issues** with the existing mills area:

- Walking is dangerous because of traffic conflict, no safe path, and cars in the parking lot.
- Businesses in front do not have enough parking, signage (on building and not on building), no clear access front -> back of building.
- The Google addresses for specific businesses are incorrect (direct to back instead of front of building, for example).
- No lighting at western entrance for cars or pedestrians.
- The Manhan Rail Trail is not accessible from mill parking lots, and has no information about/at access points of routes.
- Not enough receptacles for trash and recycling on property.
- Center egress is too narrow for cars – could be pedestrianized.
- Pedestrian access between front and rear building and between floors is difficult.
- The website shares events but then parking for said events takes away customer spots for other businesses.
- Alley along front of Paragon is scary to walk.

Group 3 identified the following **opportunities** with the existing mills area:

- Skate park at Millside Park.
- Previous park failed because of construction materials, vacant mill properties, no maintenance, no rail trail.
- See Greenfield skate park for reference.
- Add a swing set to Millside Park.
- Playground area near park.
- Signage for Millside Park needs to indicate that it is for Millside Park, not mills.
- Add speed bumps or traffic calming measures to rear parking lots.
- Footbridge to Everett neighborhood / “New City”
- East entrance needs better accessibility.
- Western entrance needs to be safer.
- Paragon building: consider opening overhead walkway.
- Need more parking.
- Greenbelt along resources areas.
- Park across street.
- Pop-up event space to serve all businesses, affects parking.
- Shuttle from rear parking to businesses.
- Zipline.





APPENDIX III: CHECK-IN WITH MUNICIPAL STAFF AND MILL OWNERS

On August 23, 2023, VHB facilitated two check-in meetings with staff from the City of Easthampton and the owners of the mills on Pleasant Street. During these meetings, VHB shared findings from the first public meeting and early iterations of proposed circulatory, parking, and ped/bike solutions.

FEEDBACK FROM CITY STAFF

Strengths

- Mixed-use, many engaged tenants and owners (Mayor LaChapelle)
- Pleasant Green Neighborhood brings connections with the city; being on rail trail to leverage multi-modality and reduce need for parking (Jamie Webb; Mayor LaChapelle agrees); inequity divide - residents of Pleasant Green Neighborhood thought Mill District was private and seeing it "as a barrier" so the City is doing some ongoing work to close the inequity gap (Mayor LaChapelle)
- Eclectic use of space (Diane Rossini Smith; Dan agrees)
- Loves access to Manhan, and connectivity with trail should be enhanced (Dan)
- Millside Pond is pretty and is of great ecological, recreational, educational opportunity for the area (Cassie Tragert)
- Capacity to host larger events at Millside Park--has hosted 15,000 people events there, "Food Truck Friday"--and indoor park (Paul St. Pierre; Diana Rossini-Smith agrees, brings up parking issues for large events, wanting to encourage more public transit and multi-modality)
- Ferry Street Redevelopment will have additional parking and is walkable from the Millside parking lot, could serve as additional parking space for larger events (Paul St. Pierre)
- Vital for creative economy; need artist studios (Pasqualina Azzarello)

Weaknesses

- How to engage tenants, need more parking and wayfinding, need more grants to improve the area (Mayor LaChapelle)
- Could encourage more multi-modality and connectivity (Jamie Webb)
- Wayfinding is a challenge some are confusing inside as well as outside (Diane Rossini Smith; Dan agrees)
- More individual, small-scale recreation and utilize Millside Park/Mill Pond for educational usage (Owen Zaret)
- Confusing to get from back to front of the Mills and vice versa (Owen Zaret)
- Visibility is a challenge, from the exterior you don't know what's on the inside -- we need to tap into the rich artistic and community-oriented work going on within the Mills; Wayfinding should be done internally and externally (design guidelines for ALL signage?) and should encourage connectivity with other destinations within the city (ex: 1.2 mi to downtown, etc.) (Pasqualina Azzarello)
- Back parking lot is hard to navigate as a driver and a pedestrian, not safe (Diane Rossini Smith)

Notes from Jeff

- 2002 was the initial visioning session from the Mills - it's been successful up to this point but this project shows that we need to continue to invest in this district to continue improving it
- Housing: Potentially adding 100 housing units in the next few years
- Pond: The pond is a separate conversation; Lower Mill Pond needs cleaning and rehab; if we do nothing it will become a stream
- Safety: safety of pedestrians and vehicle users is a critical driver of this study

What does Easthampton need?

- Affordable, senior housing is much needed (Paul St. Pierre)
- Growing older as a city until 2035, after that average population age is expected to decrease which should free up some of the real estate market (esp. with 2-3 family houses). There's no indication in the market that housing costs will go down; rather, it will level off. In terms of development, we are just over 250 proposed housing units (of all types) going up in Easthampton. Not that this should discourage housing in the mills, but it is important to consider that the housing and demographic market will be a lot different in 2035. (Mayor LaChapelle)
- Green infrastructure and green transportation (EV?) should also be considered and integrated into the Mills to decrease construction and operational costs (Mayor LaChapelle)
 - Solar panels (Cassie Tragert)
 - EVSE (Cassie Tragert)
 - Stormwater drainage (Cassie Tragert)
 - PACE financing (Owen Zaret) MG Improvements
 - On City Council side: finding ways to make clean energy improvements more accessible through ordinance (ex: solar canopy over parking) (Owen Zaret)
 - Support biodiversity and native plantings (Owen Zaret)
- Designate concrete footpads for future sculptures, which could happen through fundraising and private citizens and leaves the door open for projects (murals are a bit more structured and requires a shorter timeline); Easthampton City Arts has Public Arts Subcommittee helped with art installation during the Union Street redevelopment (Pasqualina Azzarello)
- Light pollution affects migratory/nocturnal wildlife (Owen Zaret)

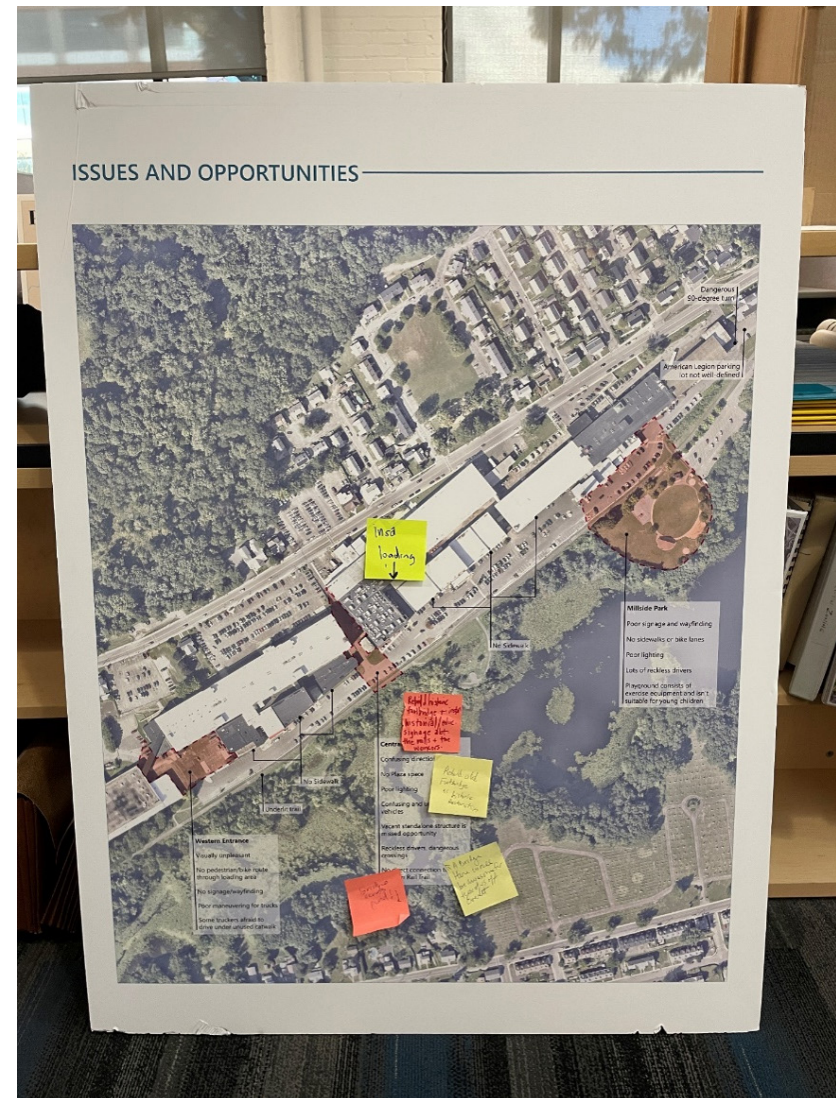
FEEDBACK FROM OWNERS/TENANTS

- Catwalk belongs to Eastworks - Would love to see it going away (Will Bundy)
- Eastworks Entryway / shack that exists on western edge of Eastworks building where trees are (Will Bundy)
- Loading There's a good symmetry between our loading and their loading dock; the truth is, it's set up so that Non-Wovens and Eastworks utilize those central lanes for entering and backing up to the loading dock. I would push back on the notion of the turning radius (Will Bundy) Plus, loading Non-Woven's loading is INTERIOR to building which allows additional flexibility with loading radiuses
- Rail trail lighting is pretty good for right now (Will Bundy)
- Central restaurant building is owned by Eastworks - There's a lot to cover so we will hear from Eastworks owners will follow up with us later (exciting but some issues)
- Better to place EVSE where current transformers are located right now (minimizes construction on parking lot) (Mike Michon)
- Restroom building located near Millside Park is not currently shown (Jeff Bagg)
- Millside Park lighting needed around perimeter loop (Jeff Bagg)
- The semi-circle on the right is exercise equipment, labelled for ages 12 and up, kind of dilapidated (built in 2008) and needs replacement to an actual playground

APPENDIX IV: PUBLIC MEETING 2 AT MILLPOND LIVE

ISSUES AND OPPORTUNITIES -- STICKY NOTES

- Maintain Insa loading between Insa and Brickyard
- Rebuild historic footbridge + install historical/ educational signage about the mills + workers
- Rebuild old footbridge as historic restoration
- Bridge across pond!
- A bridge here would be awesome for those of us off Everett



PROPOSED REAR IMPROVEMENTS -- STICKY NOTES

Western Entrance:

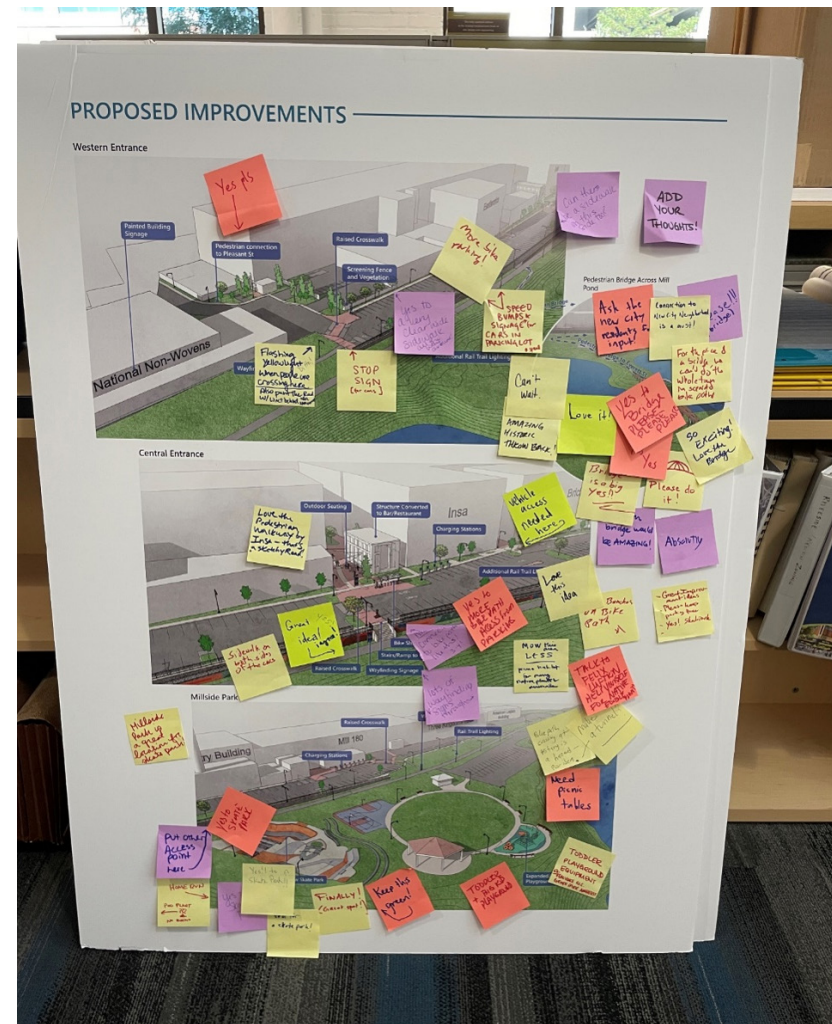
- Yes to pedestrian connections to Pleasant Street
- Can there be a sidewalk on the Rail Trail side of the parking lot?
- Need flashing yellow light where people cross from Rail Trail to Mills
- Need stop sign where people cross from Rail Trail to Mills
- Need speed bumps and signage for cars in parking lot

Bridge:

- Ask the New City residents for input
- Connection to the New City neighborhood is a must!
- Yes please!
- Yes to bridge. Please, please, please
- Love it!
- Amazing historic throwback!
- Can't wait!
- Bridge is a big yes!
- Please do it!
- So exciting! Love the bridge
- For the price of a bridge, we could do the whole town in scenic bike paths
- Bike path bridge would be amazing!
- Absolutely

Central Entrance:

- Love the pedestrian walkway by Insa – that's a sketchy road!
- Sidewalk on both sides of the cars (parking lot)
- Great idea! (for stairs/ramp up to mills)
- Yes to more bike path access from parking
- Lots of wayfinding + signs throughout
- Mow this area (by Millside Park) less – prime habitat for native plants
- Talk to Felix Luftkin help yourself for native edible plants
- Great improvement ideas – please keep parking free, yes! to skatepark



Millside Park:

- Millside park is a great location for skate park!
- Yes to skate park!
- Put other entrance here (next to skate park)
- Yes to skate park!
- Yes for a skate park!
- Finally! (great spot!) (for skate park)
- Keep this green! (no skate park)
- Toddler + big kid playground
- Put toddler playground equipment instead of fitness equipment (ex: Holyoke Rec, and Goff Park in Amherst)
- Need picnic tables (in Millside Park)
- Bike path crossing at rotary is a hazard – poor idea!
- Make a tunnel? ^

PROPOSED ENTRANCE PLANS -- STICKY NOTES**Western Entrance 1A:**

- I like this one that closes off the connection
- Cutting this is very bad for bike/ped access
- Good ideas!

Western Entrance 1B:

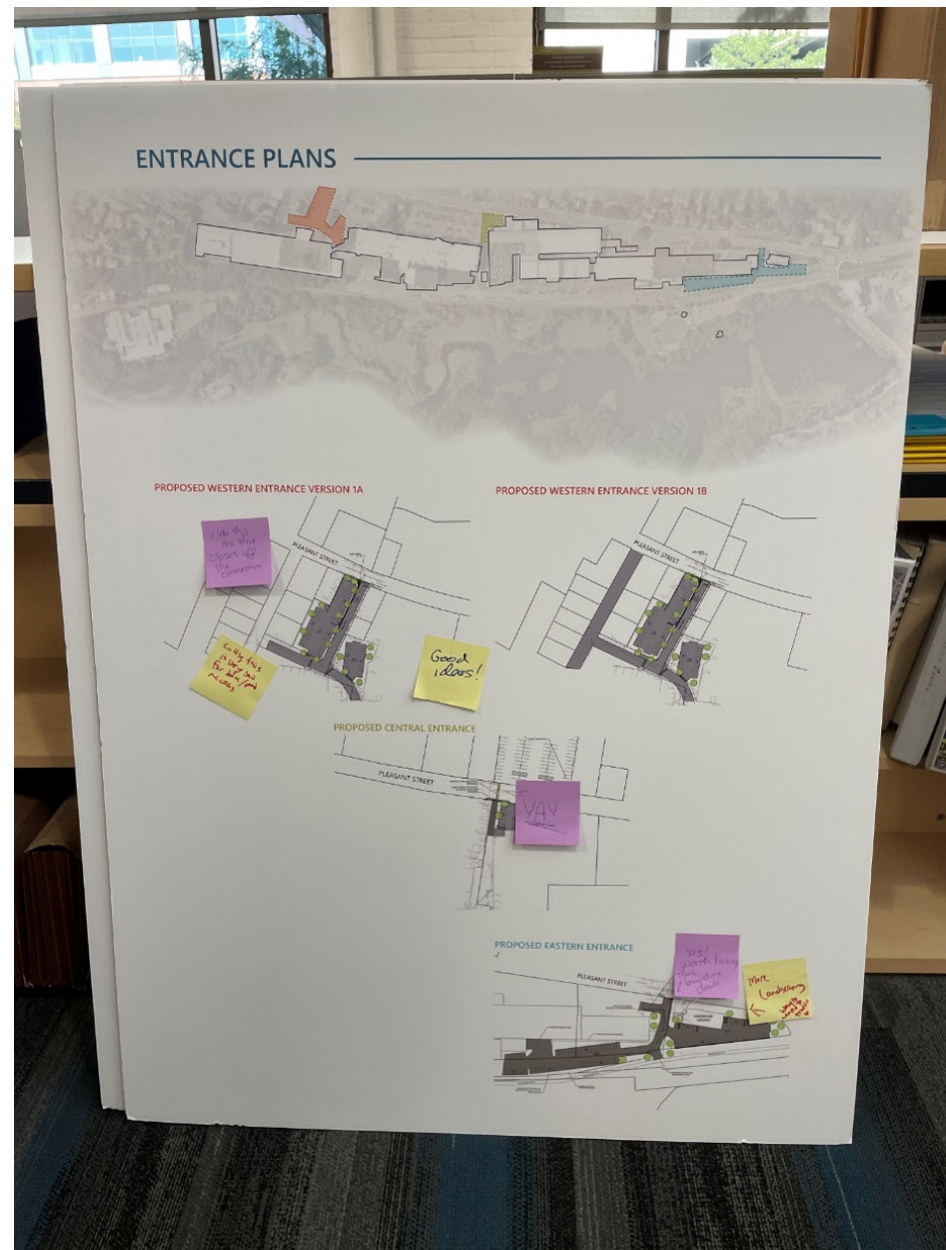
-

Central Entrance:

- YAY

Eastern Entrance:

- Yes! Worth taking this building down
- More landscaping – way to adapt to traffic



APPENDIX V: ADDITIONAL INPUT RECEIVED

Additional input was received during the course of the project, as follows:

RICHARD ALCORN, PROPERTY OWNER
EMAIL SENT TO JEFF BAGG, 11/18/2023

Jeffrey,

I have asked Berkshire Design to review the project on my behalf. Mr Squire says he wants to see a later design before his review. I would like to make the following observation about the design you provided.

I need the dumpster in the rear to remain at or in close proximity to its current location.

I need van-access/parking by the green basement door facing the Veteran's property.

I would like to add handicapped access to the rear door near the dumpster location.

I would like to explore adding additional parking in front of my building.

I need to better understand the treatment near the entrance.

Mr. Squire may have more to say after seeing the updated plans.

If you are moving utilities, I would like to understand.

- Rich

Additional input was received during the course of the project, as follows:

ALEXIS HOSEA-ABBOTT, MANHAN RAIL TRAIL COMMITTEE
EMAIL SENT TO JEFF BAGG, 9/13/2023

Hi Jeff,

I sent this email to the rest of the Manhan Trail Committee for feedback as well and we collaborated on the comments & cc'd Barbara.

I am very excited for these improvements! The pedestrian zone in the middle of the Mills will be a beautiful addition to the space & I really love the speedtable on Pleasant Ave that leads to it. I feel like it will draw people down to the water and the Manhan bike path level.

Things I still would like to see addressed:

Bus Facilities: The bus stop over by EastWorks has a bus shelter going Northbound but probably could use some TLC and the one outside The Boylson Rooms does not. I saw someone waiting in the rain there the other day. (I don't think there's anything on the Southbound direction for facilities).

MPH on Pleasant St.: This could be addressed by a few different measures. Added the speedtable as you propose. Lowering the MPH from 30 to 25 on the signs. Allowing street parking on the NorthWest side of Pleasant. And/or if you don't plan on allowing street parking, narrowing the travel lanes and adding protected bike paths on both sides.

Bike Access via Searle Ave.: I saw that there are two different possible designs for Searle Ave. But if you intend to close the driveway car access in from Searle I hope that we can maintain bike/pedestrian access from Searle down to the bike path. As the surveys revealed, most people (cars, bikers and walkers) use the West entrance to get into the Mill complex. And that cut through is the only access to the bike path for the entire downtown neighborhood until you get to Union St.. Unfortunately the National Nonwovens property cuts off 5 roads that lead directly to the bike path. They have direct access to themselves behind their building but it's not open to the public. I personally use Searle to get to the bike path and out of car traffic on Pleasant St. And If you could convince National Nonwovens to open up their driveway and give pedestrians and bikes access to the further eastern side of their building (Hill St, Fugere Ct.) you would reduce car/bike conflict at this entrance even more.

Patio Expansion: I am very happy about the addition of a sidewalk that goes across the entire back of the Mill complex. But my concern is that it will block the restaurants from adding more patio space. Daily Operation has a tiny, tiny porch/patio situation and it is packed every nice day. It needs to be 3x the size it is now to meet demand. I know MA has some weird liquor laws about sidewalks, alcohol and patio space.

Lighting: As was mentioned in the meeting there is already lighting on the bikepath from Ferry st to Union St. But the lighting is far too blue and does not meet Dark Sky requirements for protecting wildlife. It casts light far into the wetland area and affects sensitive habitat. I tried watching fireflies there in June. There were lots of fireflies but the blue light several yards away from the bike path was quite glaring. This is an easy fix by changing the color of the lights. More information available on Dark Sky Website

Bike Parking: To reiterate a point that was said in the meeting (by Jamie Webb?) we'd like to see more bike racks than were designed for these plans. At least one bike rack for each Mill Building on both the front and back. And certainly one bike rack per business that would see a lot of people (ex. one outside of each brewery, the restaurants, INSA, etc). I personally counted over 25 bikes at Food Truck Friday and attached is one picture from the event. In fact if the designers are going to be at Mill Pond Live on Friday I encourage them to go look at the space during FoodTruck Friday. MassBike will be providing "bike valet" for MillPond Live (and I know that folks biking into Food Truck Friday will use this service too), but moveable bike racks owned by the Mills might make more sense than depending on a Non-Profit. Bike parking at events can get really messy with bikes everywhere as seen in this picture, on trees, attached to signs, attached to fences, blocking pathways etc.

All your work is appreciated! We are really looking forward to seeing these improvements implemented.

Best, Alexis

Additional input was received during the course of the project, as follows:

DANIEL MURPHY, CITY ENGINEER, EASTHAMPTON
EMAIL SENT TO JEFF BAGG, 8/23/2023

I would encourage a closer look at the east end to see how access off Ferry/roundabout might work to avoid building demo and to remove the difficult 90 bend altogether.

Allow thought on changes to components on the southern leg of the roundabout, rail trail, and mill pond entrance, disused viewing platform, that might make it all work better even if part of a longer view that would allow redevelopment of the access road area between the legion and the woodworking building. It could provide both a public/private benefit and maybe provide for additional parking. There's a real benefit to getting vehicles in off the Ferry side. The millside entrance is wide and all of that is city owned.

One other thought would be to consider would be relocating the rail trail to the pond side of the millside entrance along the edge of the parking area and pond considering the new ped bridge coming and the new trail access near Emerald Place. This could also allow for a single common entrance to Mill Park and the Mills proper. The problem has always been crossing the trail in this area.

Additional input was received during the course of the project, as follows:

DANIEL MURPHY, CITY ENGINEER, EASTHAMPTON
EMAIL SENT TO JEFF BAGG, 10/13/2023

Hi Jeff,

Please do copy me on any feedback as professional courtesy. I haven't heard a peep from anyone since I sent the updated markups a month ago so I took them one step further on the attached that shows the entire concept on a single sheet.

A couple questions - Is there any sense of truck traffic that comes from Ferry St side?
What percent of mills traffic comes via Ferry St? It's the closest interstate path I believe.
Do we have any counts?

Could maybe fit some more parking in the green areas shown. This would define an entrance at the east end of the property and improve emergency access I suspect.

If truck access is a problem into the current Mill Pond entrance on Ferry, a larger and probably longer term fix could relocate rail trail crossing to just north of 1 Ferry St building providing better sight lines for people coming north on Ferry. To people driving the right side of the crossing is very obscured and not seen until cars get very close. I've experienced it myself at the crossing many times. Cars are moving very quickly approaching the crossing from the south due to the bad sight line esp of right side of crossing.

Lack of mills access direct from Ferry St and confusion about how to get to mills site are problematic. I bet many pull into Mill Pond site only later realizing they can't get to the mills from that entrance and have to pull out and go around roundabout to Pleasant to get to mills.

Thanks for the opportunity to provide comment.

Any feedback welcomed.

Dan

Additional input was received during the course of the project, as follows:

DANIEL MURPHY, CITY ENGINEER, EASTHAMPTON
SKETCH SENT TO JEFF BAGG, 10/13/2023



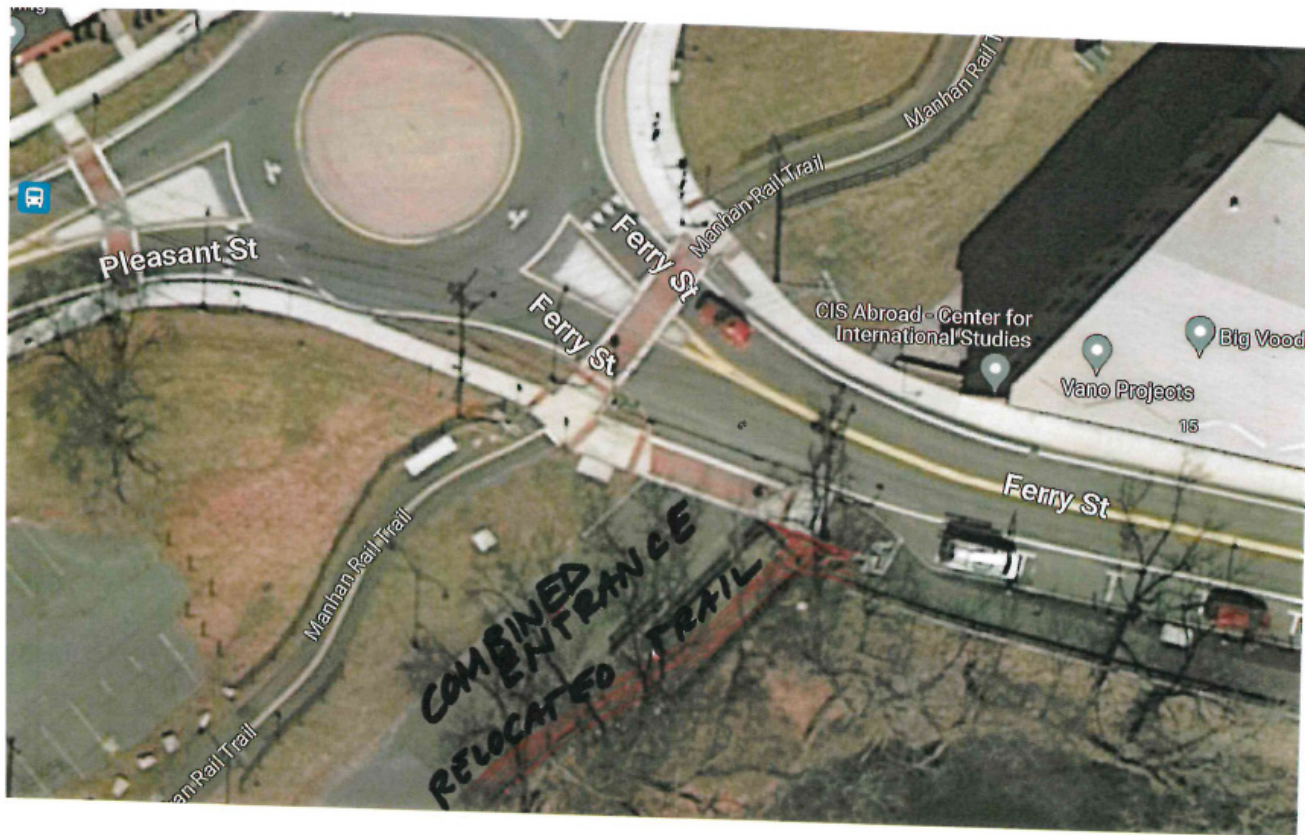
Additional input was received during the course of the project, as follows:

DANIEL MURPHY, CITY ENGINEER, EASTHAMPTON
SKETCH SENT TO JEFF BAGG, 10/13/2023



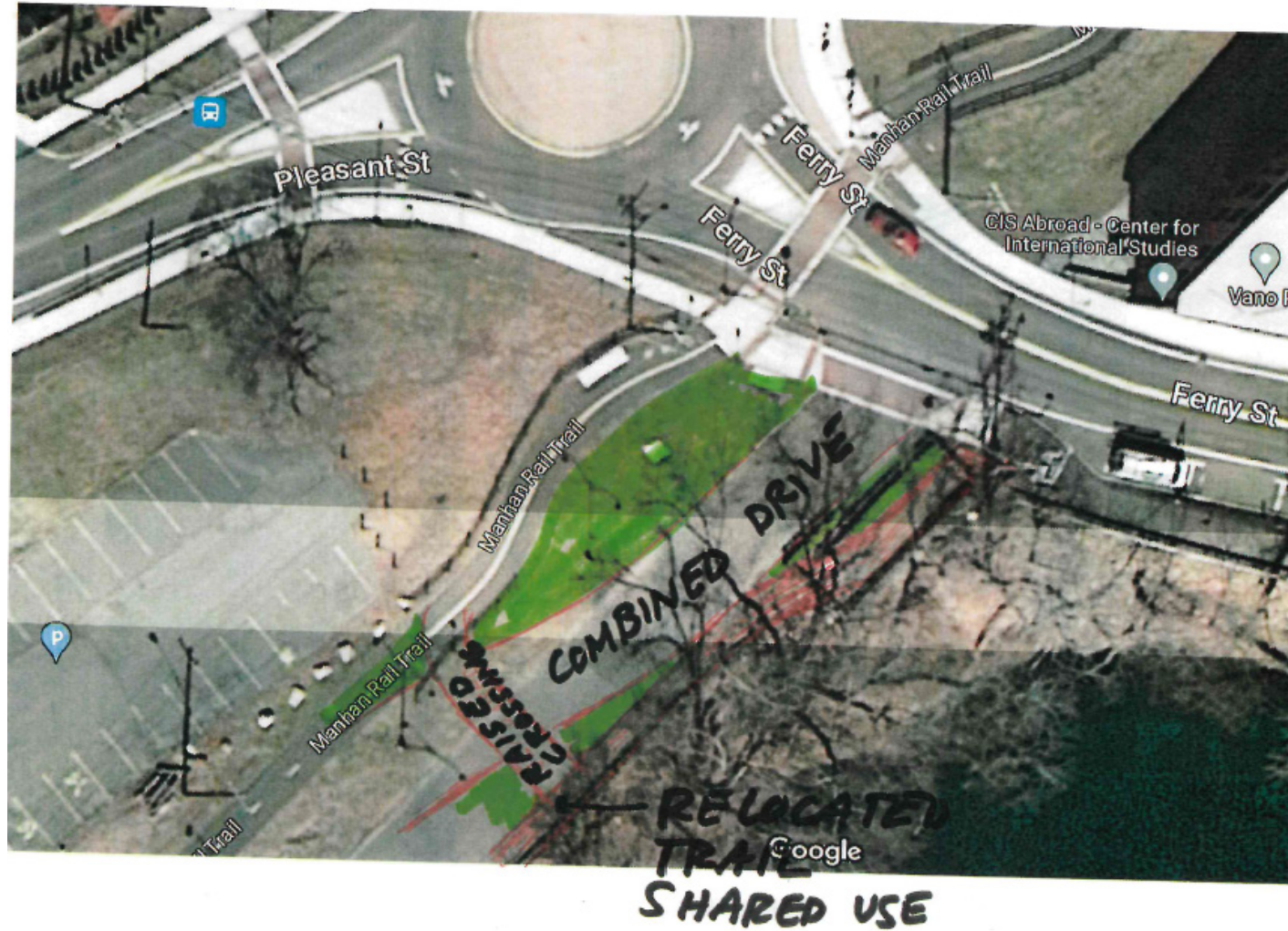
Additional input was received during the course of the project, as follows:

DANIEL MURPHY, CITY ENGINEER, EASTHAMPTON
SKETCH SENT TO JEFF BAGG, 10/13/2023



Additional input was received during the course of the project, as follows:

DANIEL MURPHY, CITY ENGINEER, EASTHAMPTON
SKETCH SENT TO JEFF BAGG, 10/13/2023



Additional input was received during the course of the project, as follows:

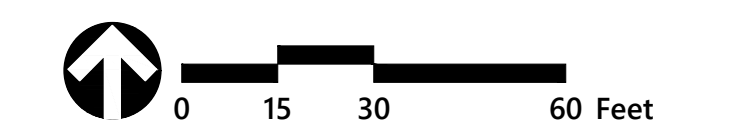
DANIEL MURPHY, CITY ENGINEER, EASTHAMPTON
SKETCH SENT TO JEFF BAGG, 10/13/2023



APPENDIX VI: 25% CIVIL ENGINEERING PLANS

The following 25% engineering plans are included:

1. C-1 Putnam Court
2. C-2 Center Egress
3. C-3 East Egress



116 Pleasant Street
Easthampton, MA

No.	Revision	Date	Appvd.

Issued for	Date
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25% Design October 19, 2023

Not for Construction

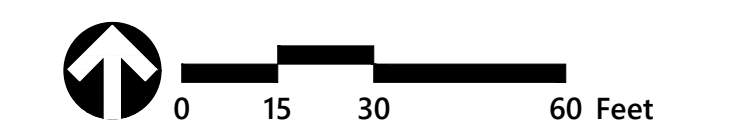
West Egress Area 25% Design Concept

Drawing Number

C-1

Sheet 1 of 3

Project Number
15812.03



116 Pleasant Street
Easthampton, MA

No.	Revision	Date	Appvd.

Designed by	Checked by
-------------	------------

Issued for **25% Design** Date **October 19, 2023**

Not for Construction

Center Pedestrian Egress 25% Design Concept

Drawing Number

C-2

Sheet 2 of 3

Project Number
15812.03

APPENDIX VII: ORDER-OF-MAGNITUDE COST ESTIMATES

Cost estimates are included for entranceway improvements, as shown in the 25% engineered plans.

These cost estimates are intended for budgeting purposes only.



1 Federal Street, Building 103-3N
Springfield
Massachusetts 01105
413.747.7113
FAX 413.747.0916



Basis for Estimate

- ☐ Study
- 25% ☒ Preliminary Design
- ☐ Final Design

VHB Project #: 15812.03
Project Name: 116 Pleasant Street

Easthampton, MA

Estimated By: AMK
Checked By: JJE

Date: December 5, 2023
Date: December 11, 2023

Order of Magnitude Project Costs

Total by Lot

Putnam Court
Center Egress
East Egress

Cost

\$1,038,473.77
\$151,676.53
\$1,012,357.90

Subtotal: **\$2,202,508.19**

Contingency (10%)

\$220,250.82

Project Total

\$2,422,759.01

Base Site Work Estimate Backup: Putnam Court

Item Description	Unit	Unit Cost	Quantity	Ext. Cost
Site Demolition				
Unclassified Excavation/ Pavement Removal	CY	\$65.00	4,297	\$279,305.00
Sawcut	LF	\$2.43	250	\$607.50
Curbing	LF	\$5.95	185	\$1,100.75
Wood Guardrail	LF	\$10.00	26	\$260.00
Structure (Former Guard Shack and concrete slab/foundation)	ALLOW	\$10,000.00	1	\$10,000.00
Chain Link Fencing	LF	\$5.00	700	\$3,500.00
Metal Guardrail	LF	\$21.00	424	\$8,904.00
Concrete Sidewalk	SY	\$26.00	130	\$3,380.00
Signage	EA	\$25.00	2	\$50.00
ADA Ramp	EA	\$50.00	3	\$150.00
			Subtotal	\$307,257.25
Paving / Traffic Control				
Curbing				
Vertical Granite Curbing (VGC)	LF	\$30.00	1593	\$47,790.00
Monolithic Concrete Curbing (MCC)	LF	\$23.00	658	\$15,134.00
Gravel	SY	\$15.00	669	\$10,035.00
Sidewalk	LF	\$54.00	641	\$34,614.00
Bit. Conc. Pavement				
Surface Course	SY	\$7.35	4775	\$35,096.25
Intermediate Course	SY	\$8.15	4775	\$38,916.25
Gravel	SY	\$22.50	4775	\$107,437.50
Sign Posts and signs	EA	\$250.00	4	\$1,000.00
ACR				
Ramps	EA	\$995.00	11	\$10,945.00
Pavement Markings				
Hatching/Crosswalks	SF	\$0.71	351	\$248.93
Parking Stalls	LF	\$0.50	2220	\$1,110.00
			Subtotal	\$302,326.93
Site Structures				
Catch Basin	EA	\$6,825.00	7	\$47,775.00
Drainage Manhole	EA	\$6,825.00	4	\$27,300.00
Pipe				
12" HDPE	LF	\$40.35	200	\$8,070.00
Change in type	EA	\$500.00	2	\$1,000.00
Site Signage	ALLOW	\$5,000.00	1	\$5,000.00
Retaining Wall	SF	\$18.00	1590	\$28,620.00
			Subtotal	\$117,765.00
Landscaping				
Seeding	SY	\$4.10	1858	\$7,617.80
Trees	EA	\$400.00	17	\$6,800.00
			Subtotal	\$14,417.80
			PROJECT TOTAL WITHOUT ADJUSTMENTS	\$741,766.98
Other				

Base Site Work Estimate Backup: Putnam Court

<u>Item Description</u>		<u>Unit</u>	<u>Unit Cost</u>	<u>Quantity</u>	<u>Ext. Cost</u>
Provailing Wage (Massachusetts)			15%		\$111,265.05
25% Design Phase			25%		\$185,441.74
				TOTAL:	\$1,038,473.77

Base Site Work Estimate Backup: Center Egress (Only Parking Area)

Item Description	Unit	Unit Cost	Quantity	Ext. Cost
Site Demolition				
Unclassified Excavation/ Pavement Removal	CY	\$65.00	397	\$25,805.00
Sawcut	LF	\$2.43	201	\$488.43
Curbing	LF	\$5.95	218	\$1,297.10
Concrete Sidewalk	SY	\$26.00	60	\$1,560.00
			Subtotal	\$29,150.53
Paving / Traffic Control				
Curbing				
Vertical Granite Curbing (VGC)	LF	\$30.00	297	\$8,910.00
Gravel	SY	\$15.00	25	\$375.00
Sidewalk	LF	\$54.00	167	\$9,018.00
Bit. Conc. Pavement				
Surface Course	SY	\$7.35	590	\$4,336.50
Intermediate Course	SY	\$8.15	590	\$4,808.50
Gravel	SY	\$22.50	590	\$13,275.00
ACR				
Ramps	EA	\$1,000.00	7	\$7,000.00
Pavement Markings				
Hatching/Crosswalks	SF	\$0.71	464	\$329.30
Parking Stalls	LF	\$0.50	8920	\$4,460.00
Roadway Striping	LF	\$0.50	509	\$254.50
Roadway Hatching/ Crosswalks	SF	\$0.71	179	\$126.95
			Subtotal	\$52,893.75
Site Structures				
Catch Basin	EA	\$6,825.00	2	\$13,650.00
Drainage Manhole	EA	\$6,825.00	0	\$0.00
Pipe				
12" HDPE	LF	\$40.35	70	\$2,824.50
CHANGE IN TYPE	EA	\$500.00	2	\$1,000.00
Sign Posts and signs	EA	\$475.00	4	\$1,900.00
Site Signage	ALLOW	\$5,000.00	1	\$5,000.00
			Subtotal	\$24,374.50
Landscaping				
Seeding	SY	\$4.10	176	\$721.60
Trees	EA	\$400.00	3	\$1,200.00
			Subtotal	\$1,921.60
PROJECT TOTAL WITHOUT ADJUSTMENTS				\$108,340.38
Other				
Provailing Wage (Massachusetts)		15%		\$16,251.06
25% Design Phase		25%		\$27,085.09

Base Site Work Estimate Backup: Center Egress (Only Parking Area)

<u>Item Description</u>	<u>Unit</u>	<u>Unit Cost</u>	<u>Quantity</u>	<u>Ext. Cost</u>
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TOTAL:	\$151,676.53
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Base Site Work Estimate Backup: East Egress

Item Description	Unit	Unit Cost	Quantity	Ext. Cost
Site Demolition				
Building Demolition	allow	\$20,000.00	1	\$20,000
Unclassified Excavation/ Pavement R	CY	\$65.00	1,902	\$123,630.00
Sawcut	LF	\$2.43	294	\$714.42
Curbing	LF	\$5.95	875	\$5,206.25
Chain Link Fencing	LF	\$5.00	90	\$450.00
Metal Guardrail	LF	\$21.00	210	\$4,410.00
Concrete Sidewalk	SY	\$26.00	40	\$1,040.00
Signage	EA	\$25.00	3	\$75.00
			Subtotal	\$155,525.67
Paving / Traffic Control				
Curbing				
Vertical Granite Curbing (VGC)	LF	\$30.00	973	\$29,190.00
Monolithic Concrete Curbing (MCC)	LF	\$45.00	265	\$11,925.00
Gravel	SY	\$15.00	669	\$10,035.00
Sidewalk	LF	\$54.00	543	\$29,322.00
Bit. Conc. Pavement				
Surface Course	SY	\$7.35	2820	\$20,727.00
Intermediate Course	SY	\$8.15	2820	\$22,983.00
Gravel	SY	\$22.50	2820	\$63,450.00
ACR				
Ramps	EA	\$1,000.00	4	\$4,000.00
ADA Switchback Ramps				
3 Lengths	EA	\$15,000.00	1	\$15,000.00
2 Lengths	EA	\$10,000.00	1	\$10,000.00
Pavement Markings				
Hatching/Crosswalks	SF	\$0.71	210	\$148.82
Parking Stalls	LF	\$0.50	860	\$430.00
Dumpster Enclosure (conc Pad, fencing, bollards, gates)	ALL	\$15,000.00	1	\$15,000.00
Tranformer Relocation	ALL	\$50,000.00	1	\$50,000.00
Site Signage	EA	\$500.00	2	\$1,000.00
			Subtotal	\$283,210.82
Site Structures				
Catch Basin	EA	\$6,825.00	12	\$81,900.00
Drainage Manhole	EA	\$6,825.00	4	\$27,300.00
REWORK OF EXISTING DRAINAGE S'	ALLOW	\$100,000.00	1	\$100,000.00
Stormwater Basin	EA	\$25,000.00	1	\$25,000.00
Retaining Wall	SF	\$18.00	1800	\$32,400.00
Sign Posts and signs	EA	\$250.00	2	\$500.00
Bollard	EA	\$500.00	9	\$4,500.00
			Subtotal	\$271,600.00

Base Site Work Estimate Backup: East Egress

<u>Item Description</u>	<u>Unit</u>	<u>Unit Cost</u>	<u>Quantity</u>	<u>Ext. Cost</u>
Landscaping				
Seeding	SY	\$4.10	2043	\$8,376.30
Trees	EA	\$400.00	11	\$4,400.00
			Subtotal	\$12,776.30
PROJECT TOTAL WITHOUT ADJUSTMENTS				\$723,112.79
Other				
Prevailing Wage (Massachusetts)		15%		\$108,466.92
25% Design Phase		25%		\$180,778.20
			TOTAL:	\$1,012,357.90