

Opportunities and Constraints

The review of existing physical conditions in downtown Pascoag and prior studies served to identify a series of opportunities and constraints that will likely shape the potential for future changes in the village. Additional comments from a visioning meeting in May 2005 attended by community members and town residents served to refine and expand the list. The results are summarized below.

Opportunities have been mainly perceived as generated by the physical and historical qualities of the village itself, its advantaged location, and the types of businesses and residents that may be attracted to the district in the future. Constraints have been identified as being primarily economic and related to the high cost of likely needed improvements to buildings and infrastructure.

Opportunities

- Pascoag was originally developed as a mill town during the Industrial Revolution; the mills have been demolished but downtown Pascoag retains the image and feel of a traditional village center.
- Unique topography, winding roads, and historical village character contribute to create a distinctive sense of place.
- Modern water, sewer, and gas utilities are available.
- The existing building fabric along Pascoag Main Street dates back to the end of the nineteenth century, and it remains almost intact with few modifications.
- The Pascoag River is a landscape landmark that runs through the core of the downtown offering opportunities for walking and passive recreation (proposed River Walk).
- The presence of important business anchors – Brigido’s IGA Marketplace, Northwest Community Nursing and Health Services, CVS, Dunkin Donuts, Bank of America, Cumberland Farms, and many other small businesses characterize the downtown.
- The village offers an opportunity to walk to all the basic neighborhood services – food stores, bank, pharmacy, library (nearby), churches, etc.
- Vacant and underdeveloped sites represent opportunities for redevelopment that could strengthen and complement the existing business profile (sites include the former bowling alley at Routes 100/107 intersection, the site of the former Music Hall, the former Laundromat building, and the abandoned gas station on North Main Street).
- Fountain Square is located at the intersection of two main local thoroughfares – Routes 100 and 107. Businesses close to the intersection benefit from high visibility and convenient access from through-traffic.
- One-way traffic on Pascoag Main Street between Fountain Square and Bridge Way/Veteran’s Park may allow enough room to create sidewalk extensions and streetscape improvements at selected locations.

- Future development of village-scale residential uses is planned for adjacent land accessible from Spring Street, Nahant Place and Park Place (estimated potential for 400 to 500 new residential units in the long term that could represent a “captured” market for the village).
- Seasonal events and festivities attract significant numbers of visitors to the village three to four times a year (pumpkin carving, hay ride parades, Victorian Christmas festival, spring sidewalk sales, etc.).
- There may be opportunities for developing new restaurants, and in particular restaurants with views of the water (river, pond sites).
- There may be a market for other specialty stores, such as groceries, specialty pet supplies, hardware supplies (the existing store closes early), etc.
- Local businesses represent a significant source of jobs for teenagers.
- There is a significant amount of unutilized space (land) that is not directly visible from public areas.
- Interesting topography and natural features could become part of public amenities (possibility to create a “lookout park” over Pascoag Main Street).
- The Pascoag Fire Department and the U. S. Post Office are two important public institutions located in the village (another important public institution located immediately outside of the project area is the Pascoag Public Library Branch).
- Ponds, forests, and campgrounds that attract seasonal visitors and tourists from other parts of Rhode Island surround Pascoag.
- Proximity to Chepachet, a well-known center for antique shopping in Rhode Island may offer an opportunity for the creation of support businesses in the antique trade.
- Pascoag is part of the Blackstone River Valley Historic National Park Area, and is in the center of towns and areas that attract many visitors in the summer.

Constraints

- Downtown Pascoag has lost business activity through the years to out-of-town regional shopping centers.
- A few blighted properties have a powerful negative effect on the overall image and perception of the village as a safe, quality business environment.
- Some of the buildings that most contribute to the historical village character along Pascoag Main Street are significantly deteriorated and in need of repair.
- Vacancies on the upper floor of active buildings also contribute to create a negative perception of village decay.
- The high cost of improving old buildings to meet historical standards and federal regulations poses a significant burden on many property owners, and acts as a deterrent to quality renovations.
- Financial constraints limit the type and amount of improvements that can be provided by the public sector.

- Lack of convenient parking has repeatedly been identified by previous studies as a constraint to retail growth and development in the village center.
- Small shopping plazas that developed on sites vacated by old mills are setback from the road, with parking located in front of the buildings. These patterns are not consistent with the typical layout of traditional village areas, and detract from the visual and pedestrian continuity of the street.
- Some of the most active businesses in the village are car oriented and lack in pedestrian amenities, which discourages walking.
- Access and visibility along the river are restricted by fenced and vacant properties.
- Automotive services and residential uses intersperse along South Main Street without adequate buffering protection.
- There is a lack of lodging facilities to support visitor's extended stays in the area.
- Teenagers come to visit and hang out in the downtown, but there are not adequate places for teen recreation.
- Downtown aesthetics could be improved – lights are too high, trash barrels look cheap and there is newspaper box clutter.
- There is a need for more and new attractions.
- There is a need for better sidewalks and signage.
- Overhead phone and electric utilities detract from the overall aesthetics and quality design image along Pascoag Main Street.
- Problems with late-night activities outside of the existing barrooms tend to keep people away from downtown Pascoag, and deteriorate the public image and perception of the village.
- People drive through the downtown and there are not enough attractions to make them stop.
- A narrow right-of-way and lack of visibility approaching the intersection of Route 100 and Route 107 contribute to generate traffic congestion and pedestrian hazards at Fountain Square.
- Routes 100/107 intersection has multiple problems including limited sight distance, safety issues and traffic, which sometimes backs up all the way to the Bridge Way. A stop sign on High Street could help to improve safety.
- Traffic on Sayles Avenue is a problem, especially truck traffic due to incapacity of the old High Street Bridge to take weight (RIDOT will replace High Street bridge; planning is underway).
- There also are parking issues along Sayles (multiunit buildings where people park on the street due to lack of adequate off-street parking).
- Most construction occurs in peripheral areas (little construction takes place in the downtown) Pascoag is more of a bedroom community; need to attract those local residents that now get in the car and drive away.

- There is a need for more places to walk – also places to walk a dog, if possible linked to the surrounding neighborhoods (people will not come and park just to walk).
- The area surrounding Pascoag attracts people from out of state for walking, biking, hunting, golf, cross country skiing, etc. However, there are no trails that go through Pascoag or its vicinity.
- The redevelopment master plan should pay special attention to the regulatory side, and the time/effort required to go through the permitting and approval process and obtaining resolution from agencies.

Choices and Alternatives for the Future

As a result of the review of existing conditions and prior studies, and based on comments received at a public visioning meeting (May 19, 2005) three overall planning alternatives were identified for the project area. These represent different planning approaches, and are illustrated in alternative concept plans shown below. Each concept plan portrays a different overall land use character as a result of planning strategies that would emphasize either redevelopment for commercial uses (Alternative A), mixed use redevelopment with downtown residential units on upper floors (Alternative B), or lower density/public improvements (Alternative C).

Alternative A – Commercial Emphasis

Emphasis of this planning alternative is focused on the redevelopment of vacant and underutilized properties for commercial use, and the attraction of new commercial activities as part of downtown revitalization efforts. Public intervention would be directed towards the redevelopment of key vacant properties that currently detract from the overall image and the capacity of the village to attract new businesses. Key issues surround financial feasibility and scale of development (dependent on market conditions).

Key redevelopment parcels would include two vacant sites located at the intersections of Routes 100/107 and Route 107/North Main Street. These parcels are important because of their prime location and visibility at points of access into the core of the village. The site located at the corner of Pascoag Main Street and Sayles Avenue (Routes 100/107 intersection) has recently been sold, which opens up the possibilities for private redevelopment to take place in the near future. The other site, however, has been vacant for a long time and has environmental issues that arise from its previous use as a gas station and automotive repair garage. Public intervention may be required to unlock the site's redevelopment potential, at least at the initial level of assistance with environmental cleanup.

Additional infill redevelopment could take place on other vacant or underutilized parcels along Pascoag Main Street, including new development on the site of the former Music Hall and the renovation of the former Laundromat building. The concept plan diagram (see *Figure 5* below) also illustrates the construction of the proposed River Walk with the potential to expand it to include the two sides of the river between Sayles Avenue and the Bridge Way.

Alternative B – Mixed Use Redevelopment

This alternative considers the introduction of downtown residential units on the upper floors of existing and new buildings, combined with ground floor retail and neighborhood services. Mixed use redevelopment may offer more land use flexibility in the capacity to respond to market demands than Alternative A, especially if zoning allows for the development of either commercial or residential uses on upper floors according to the particular character and limitations of each property. Key issues surround community goals (comprehensive land use planning goals) and feasibility.

This alternative takes into consideration the potential for mixed use redevelopment of the key sites identified during the discussion of Alternative A planning elements. In addition, Alternative B also considers the redevelopment potential for multi-family residential use of two other sites within the study area. These include an inactive warehouse building on Park Place, partially used for parking, and a large site on South Main Street occupied by a duplex residential building and an auto repair. These are largely non-conforming uses located within residential areas that have been “grandfathered” into the current zoning but will eventually be subject to change as they need repair or alterations, or as market demand for new housing within the village district supports and encourage private redevelopment.

In terms of public policy and initiative, the redevelopment of key properties along Pascoag Main Street that may significantly improve the quality of the physical and business environment at the core of the village likely presents a higher priority than residential changes on the periphery of the district. However, the diagram representing Alternative B illustrates the potential results of market changes that may affect these properties in the long term (see *Figure 6* below).

Alternative C – Lower Density/Public Improvements

Alternative C represents a planning approach focused on the development of civic uses, parks and open space (see *Figure 7* below). This alternative would be the result of a strategy in which public investment is directed towards infrastructure and physical improvements that would directly improve the quality of living, shopping and doing business in the downtown. These would include roadway and parking improvements, pedestrian safety and amenities, construction of the proposed River Walk, small “pocket” parks and streetscape improvements. Business revitalization and marketing efforts would be approached as a joint public/private initiative, in which the Town government and local community organizations work together to promote and manage downtown activities.

In terms of the redevelopment of specific sites, this alternative represents a lower-key/lower-intensity approach compared to Alternatives A and B. Public intervention may still be required to unlock the redevelopment process at the abandoned gas station site. However, the bulk of public investment would be oriented to improve the physical, aesthetic and environmental qualities of the village as a means to attract new business and private investment that would finance the redevelopment of other vacant sites within the project area.



Figure 5 - Alternative A

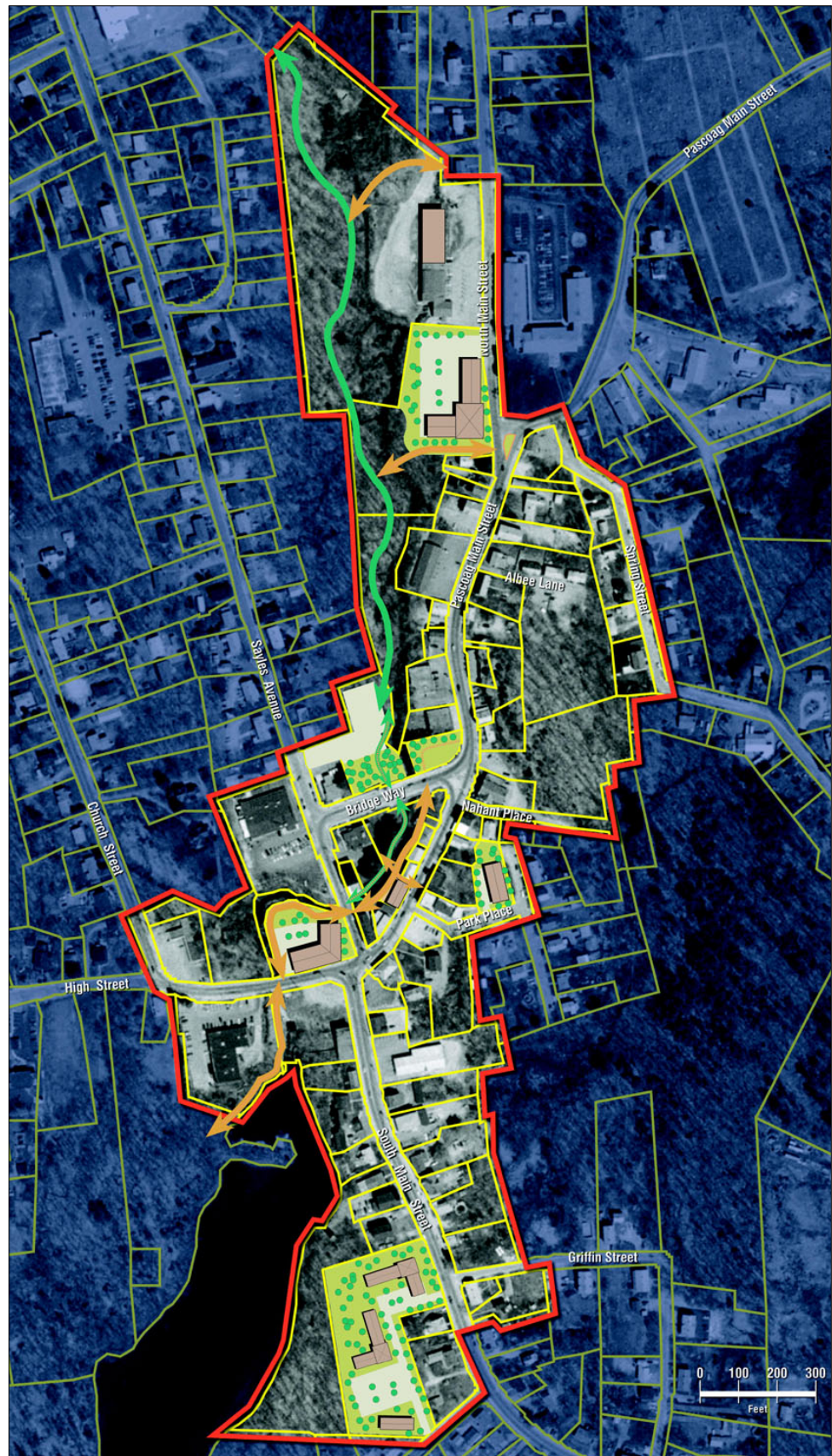


Figure 6 - Alternative B



Figure 7 - Alternative C

Roadways and Circulation

The study of choices and alternatives for downtown Pascoag also included an assessment and consideration of options to improve traffic and circulation within the village center.

As the analysis of existing conditions pointed out, the intersection of High /Pascoag Main /South Main Streets (Routes 100/107 intersection) is affected by a narrow right-of-way and lack of visibility along Sayles Avenue that results in traffic congestion and potential hazards at times of heavy volume. Several options for reconfiguration of the intersection were considered as part of the analysis of alternatives:

- Retain the existing alignment and configuration.
- Realign Sayles Avenue south of the Bridge Way in line with South Main Street to open views and ease circulation (this option would require the reconstruction of the Sayles Avenue Bridge, which is in good condition).
- Reconfigure Sayles Avenue at the intersection to open views and ease circulation while minimizing impacts to the existing bridge and adjacent properties (this option would retain the existing Sayles Avenue Bridge).

Alternative choices for circulation around the central block defined by Pascoag Main Street, the Bridge Way and Sayles Avenue were also considered and evaluated, based on site observations and recommendations of prior studies. These included the following:

- Retaining current circulation pattern (one way along Sayles Avenue and Pascoag Main Street).
- Introducing two-way circulation around the entire block (not recommended due to narrow rights-of-way).
- Making Bridge Way one-way in order to create additional parking (would increase traffic at the Routes 100/107 intersection).

These options are represented at a conceptual level on the alternative concept plan diagrams. More detailed descriptions of the issues considered, final plan recommendations, and recommended actions are included in the next sections of this report.

Plan Elements and Recommendations

The choices and alternatives herein described were presented and reviewed at several meetings with the Burrillville Redevelopment Agency, Town officials, business representatives and members of the community (including public meetings in May, June and November 2005). As a result of all the comments and insights received during these reviews, the following preferred plan elements are proposed as the basic concepts, strategies and recommendations set forth by this plan.

1. Redevelopment of Vacant Sites

The redevelopment of key vacant sites and buildings is critical to the improvement of the overall image and quality of the business environment. In particular, the redevelopment of vacant buildings in poor condition along Pascoag Main Street is fundamental to the achievement of economic stabilization goals and downtown revitalization. The following strategies are recommended for specific properties:

- 40 Pascoag Main Street – Work with owner to coordinate and facilitate the review and permitting process for replacement of the old buildings; establish and follow specific site development guidelines reflective of community expectations, gateway design character, and setback requirements to allow for future intersection improvements.
- 24 North Main Street – Work with EPA and RIDEM to advance review and assessment of environmental conditions; actively seek redevelopment of the property considering acquisition if needed; support mixed use redevelopment options compatible with the character of the surrounding neighborhood; promote market development with public input in the provision of public access to the River Walk; consider joint public/private initiative where the Town retains part of the land for the creation of a small park and associated parking.
- 96 Pascoag Main Street – Advance proposed building renovation and upgrade; consider public use/exhibit on Pascoag's history until appropriate market use is found.
- 74 Pascoag Main Street – Follow ongoing sale process; seek public access easement/right-of-way to connect to River Walk; consider acquisition for incorporation to the proposed River Walk if market offers do not come through (could be a park/open space in the short term, and a new mixed use development with public access to the River Walk at the ground level in the long term).
- 67 Pascoag Main Street – Consider long term potential for mixed use redevelopment in conjunction with the implementation of a downtown parking strategy (described below) including pedestrian-oriented neighborhood commercial uses at the ground level.

2. Building Improvement Program

Pascoag's unique village character is in great part derived from the presence of multiple buildings constructed at the end of the nineteenth century that have remained largely unchanged through the years. Many of them are deteriorated and in need of repair. This often cannot be achieved without costly upgrades (required to comply with modern building codes) and detailed renovation. It is important within the context of this plan that the great majority of these buildings be retained and improved. On one hand, maintaining the buildings in their current conditions impairs the full achievement of their revitalization potential since it would be too costly for many business owners to upgrade the buildings to the point where they could accommodate modern functional needs and technology. On the other hand, if the buildings are not repaired and upgraded they are bound to deteriorate to the point where they would eventually be demolished and replaced by new

construction. The creation of a building improvement program to provide technical and financial assistance to building owners in renovating and upgrading their buildings is recommended in order to protect and preserve Pascoag's unique village character (more details on options and resources available for the creation of this type of program are provided on the Implementation section of this plan). The program's specific focus and strategies could vary according to particular locations within the downtown:

- Pascoag Main Street – Seek funding opportunities for the provision of low interest loans to property owners to improve their buildings; seek financial assistance from regional banks and businesses and matching grants from Federal and State organizations; consider provision of special loans to business owners to improve storefronts and signage.
- High Street/Pascoag Main Street – Work with owners of commercial plazas to implement façade, site landscaping and signage improvements along the street front; consider also the provision of assistance for improvements to the back of the buildings that face the River Walk (as part of the River Walk design and implementation process).
- South Main Street – Seek technical and financial assistance to owners of rental housing in need of improvement; consider participation of non-profit housing organizations, incentives to maintain affordability.
- Design Guidelines – Amend the existing village design guidelines to include more detail that could be used as a basis for the review and approval of building and façade improvements, include site design and landscaping for commercial plazas (could follow guidelines proposed as part of previous architectural assessment studies).

3. Parking Development Program

Parking has been repeatedly identified as a constraint to business development in downtown Pascoag, although availability of parking has significantly increased as a result of parking development initiatives from the Town. These have resulted in the addition of 80 off-street parking spaces in municipal parking lots during the last four years. Still, there is a perception that parking supply is not enough to meet the demand that would be generated by new commercial uses, particularly along Pascoag Main Street and especially within the central core of the village (a more detailed description of existing conditions and parking recommendations is included in other sections of this document). The Town should continue updating and implementing a parking development strategy based on an evolving assessment of parking needs and the implementation of parking improvement measures as needs change. The strategy should focus on the enforcement of parking regulations, which could include time limits if necessary in busy areas of the downtown, and the development of small parking areas at separate locations if the appropriate land becomes available. Particular recommendations include the following:

- Re-stripe on-street parking – Review and re-stripe all the available parking spaces along Pascoag Main Street, Bridge Way and Sayles Avenue (south of Bridge Way).

- Time limit policy – Establish and enforce parking time limits at active locations in agreement with business owners; seek cooperation of businesses in setting internal policies for employees to park at remote locations in order to free on-street spaces for customers.
- 24 North Main Street – Secure a location for a small public parking area through the site redevelopment process.
- 38 Park Place – Work with owner to redevelop for parking use in the long term (or as parking demand increases in the area); consider parking development on this property in conjunction with the potential redevelopment of 67 Pascoag Main for more active uses consistent with the commercial character of Pascoag Main Street (retail, downtown housing, professional services); consider provision of a basketball hoop or space for a small play area oriented towards the neighborhood.

4. Roadway Improvements

Plans by the Rhode Island Department of Transportation (RIDOT) are currently underway to resurface Route 107 and improve safety at selected locations. These include the Routes 100/107 and the North Main Street/Route 107 intersections in downtown Pascoag. The reconstruction of the High Street/CVS bridge within the project area is also scheduled for the mid-term. Both of these important projects are the responsibility of RIDOT since Routes 100 and 107 are State highways. The following recommendations will be dependent on active communication and cooperation between Town and State authorities to facilitate and expedite the implementation process (a more detailed description of transportation recommendations is included in the following sections of this document).

- Rtes. 100/107 intersection – Work with RIDOT to reconfigure the intersection by opening views and realigning the right lane (south of the Sayles Ave. Bridge) in line with South Main Street; retain the existing Sayles Ave. Bridge; retain the current left lane position and curb line along George's pizza (a conceptual plan of the proposed intersection configuration is shown in *Figure 9*).
- Pascoag Main/ North Main intersection – Work with RIDOT to provide input on the final layout and reconfiguration of the intersection, currently in the planning stage; consider impact and preferred location of a potential curb cut for future public parking/access to the River Walk.
- High St Bridge reconstruction – Work with RIDOT and other relevant agencies to expedite bridge reconstruction.
- Sayles Ave. traffic restrictions – Restrict truck traffic on Sayles Avenue north of the Bridge Way intersection once the High Street Bridge is replaced; study the possibility of making Sayles Avenue one way northbound from Bridge Way to Irving Street when the new bridge is completed (would require a special ordinance).
- Improve sidewalks and crosswalks – Improve pedestrian safety, provide ADA compliant sidewalks and crosswalks throughout the downtown area.

- Signage and Wayfinding – Initiate studies to improve directional signage and wayfinding (these may include directions to other village centers).

5. Construction of the River Walk

The Town has plans to build a continuous walking trail along the Pascoag River linking downtown Pascoag to Hauser Field, which could eventually extend to connect to other walking and biking trails within the region. This is an initiative that would definitely “put Pascoag on the map”, as some Town residents wished for at the first public meeting. Plans for the design of the first phase, connecting Veterans Memorial Park to the Sayles Avenue Bridge, are currently underway. The completion of this first phase and the addition of other segments of the trail in the mid- to long-term would significantly expand the opportunities to enjoy the unique topography and natural setting of the downtown, and attract visitors from other villages and the region.

- 1st Phase: Sayles Avenue to Bridge Way – Continue ongoing design and implementation of the proposed walkway; consider potential to extend across the river by negotiating public access easements/rights-of-way with property owners on Pascoag Main Street.
- 2nd Phase: Sayles Avenue to High Street – Work with property owner(s) to program and achieve completion; seek funding to provide financial or technical assistance if needed (potential issues of building on or next to wetlands).
- 3rd Phase: Bridge Way to North Main Street – Plan and design in conjunction with the redevelopment of 24 North Main Street; work with private landowners to secure public access easements/right-of-way.
- 4th Phase: North Main Street to Hauser Field – Plan and design in conjunction with long-term development of a town wide trail system.

6. Creation of “Pocket Parks”

Opportunities exist for the creation of small “pocket parks” and landscaped sitting areas enjoying attractive vistas, natural amenities, or a quiet location within the village center. These could be envisioned as small-scale components of a downtown open space system that would include the existing Veterans Memorial Park and the proposed River Walk, acting as links between the more active business areas and the more quiet natural surroundings of the downtown. The following locations are proposed as potential landscaped public spaces:

- High Street/Foot of Pascoag Reservoir – Seek public access easement/right-of-way to create a small park and a trail connecting to the pond’s edge, opportunities to include interactive displays celebrating Pascoag’s mill history; seek extension of public access easements along the edge of adjacent waterfront properties.
- Downtown/ River Walk – Extend the River Walk to both sides of the Pascoag River by working with property owners to allow public access (within the block defined by Pascoag Main Street, Bridge Way and Sayles Avenue).

- North Main Street/River Walk – Create a small park to provide public access to the River Walk, in conjunction with potential future plans for the redevelopment of 24 North Main Street; set land aside through the redevelopment process for the provision of accessory parking.
- Outlook over Pascoag Main Street – Work with the Pascoag Fire District and other property owners to explore opportunities for creation of public access and a public sitting area overlooking the downtown.

7. Streetscape Improvements

Streetscape improvements along Pascoag Main Street would add a significantly value to the experience of the pedestrian environment and aesthetic qualities of the village center. This could be particularly noticeable between Sayles Avenue and Bridge Way, where most of the traditional buildings and small businesses are located. Sidewalks are narrow in this area and overhead utilities loom high over the street. The introduction of streetscape design elements that would soften this perception and make the street more comfortable to walk and shop would represent a positive contribution to the success and appeal of the district. The following improvements are recommended:

- West side of Pascoag Main Street – Work with RIDOT to widen sidewalk to the extent possible to create room for pedestrians and the location of outdoor sales or café terraces in the summer, provide benches and street trees.
- Gateways at key intersections – Work with RIDOT and property owners to provide small landscaped areas and focal points at the intersections of Sayles/High/Pascoag Main Street, and Pascoag Main/North Main Street. (These could include placement of a fountain in the vicinity of the former Fountain Square location).
- Pedestrian alley connections – Seek public access easements/rights-of-way to create pedestrian alleys in the downtown connecting to parking areas, retail focal centers and the River Walk.

8. Infrastructure Relocation

Overhead utilities along Pascoag Main Street between Sayles Avenue and the Bridge Way dominate the streetscape. In particular, several poles along the west side of the road limit the use of the sidewalk and may hamper emergency response (refer to the next section, *Redevelopment Plan* for more details). Relocating these poles to the east side of the road along this block would contribute to improve pedestrian accessibility along the west side of the street. In the long term, underground relocation of utilities along this particular block would greatly enhance the visual aesthetics and streetscape of the downtown. The following measures are envisioned:

- East side of Pascoag Main – Relocate all poles and overhead utilities to the eastern side of Pascoag Main Street (along the block defined by Sayles Avenue and Bridge Way).

- Underground (Sayles Avenue to Bridge Way) – Plan and seek funding assistance for underground relocation of main overhead utility lines in the long term (along the block defined by Sayles Avenue and Bridge Way).

9. Zoning Review and Update

The current zoning allows for flexibility in the type and variety of commercial uses allowed within the Village Center District. However, it is not so clear as to what extent residential uses and in particular the conversion of upper stories of existing commercial buildings for downtown residential use are allowed (*Section 11-8.1.4* of the *Burrillville Zoning*). Plan recommendations include the consideration of special provisions for Pascoag, aimed at preserving the village character of the downtown:

- Expand list of non-allowed uses – Review and refine the list of all specific uses that require a special permit, or should not be allowed within the Village Center District.
- Design review requirements – Establish design review as a prerequisite for building permitting in downtown Pascoag, based on specific design guidelines aimed at protecting the historic village character; consider creation of special design overlay district.

10. Code Applications and Enforcement

Issues were identified by the community concerning late night disruptive activities in the vicinity of the existing barrooms and liquor stores, which are supported by available public records on police activity in the area. The following considerations are proposed:

- Business hours of operation – Strengthen enforcement of licensing codes of operation; review hours of business operation when licenses are up for renewal.
- Maintenance and safety – Continue maintaining police presence in form of a police substation and patrolling activities; continue enforcing safety and sanitary codes.

11. Downtown Promotion and Marketing

Downtown success stories are sometimes linked to promotional efforts and marketing activities to inform town wide residents and neighboring communities of the unique services and amenities that characterize a particular village center. This activity may require participation of Town officials, local businesses and residents at multiple levels, including volunteering. Some towns benefit from allocating time and resources to the creation of a marketing and management position to coordinate promotional efforts and events, and support initiatives of local business organizations. Recommendations include the following:

- Downtown Coordinator – Create a full/part-time position for a coordinator of marketing activities and events aimed at promoting the downtown, seeking and attracting prospective developers and new businesses, searching for funding

opportunities and grant applications, and overseeing the process of implementing the plan.

- Attraction of new businesses – Conduct marketing research and outreach to attract new businesses and customers; continue working together with the Downtown Pascoag and Neighborhood Association to promote the village at the regional level.
- Youth-oriented activities – Work jointly with the Town’s educational and recreational departments to attract and support positive youth-oriented uses and activities.
- Arts/cultural events – Continue sponsoring and organizing seasonal and cultural events in the village, invite artists from outside the region to exhibit their work in downtown Pascoag, encourage and support musical events.

12. Long-Term Financial Support

Financial mechanisms that may be considered as potential tools to implement the proposed recommendations are available at the public and private levels. In general, the mechanisms proposed below rely on the presence of a market demand that would warrant economic growth and new development, and their effects are most visible in later stages of the redevelopment process. However, they often need to be established early on in the process in order to obtain full financial benefits in the long term. A more detailed discussion of these and other mechanisms is included in the Implementation section of this plan.

- Tax Increment Financing (TIF) – Consider establishment of a Tax Increment Financing district to help financing public space and streetscape improvements.
- Business Improvement District (BID) – Consider creation of a Business Improvement District Program in the long term to help financing maintenance and operations of downtown amenities.
- Linkage programs – Consider the introduction of linkage provisions from new businesses and developments to help finance public improvements in redevelopment areas.
- Main Street Program – Investigate the potential to initiate a local Main Street program involving the support and participation of a variety of public and private stakeholders.

Vision Plan

Figure 8, on the next page, illustrates the potential result of the proposed recommendations in terms of physical elements. Shown are tentative mixed use redevelopment options for the proposed redevelopment parcels (24 North Main Street; 40, 67, and 76 Pascoag Main Street, and 69 Park Place), the proposed reconfiguration of Routes 100/107 intersection, the proposed extension of the River Walk on both sides of the river within the central triangular block, and potential locations for public access, “pocket parks” and an outlook area overlooking the downtown.



Figure 8 - Vision Plan