

# Pleasant Valley Walking Tour

June 3, 2021 at 5pm

## PROJECT INFORMATION

This project has been made possible through technical assistance provided by the Baker-Polito Administration's Local Rapid Recovery Planning program.



Mass Downtown Initiative distributed nearly \$10 million across 125 communities throughout the Commonwealth to assess impacts from COVID-19 and develop actionable, project-based recovery plans tailored to the unique economic challenges in downtowns, town centers, and commercial districts.

125 communities are participating in the Rapid Recovery Plan Program

52 Small Communities  
51 Medium Communities  
16 Large Communities  
6 Extra Large Communities

The City of Methuen has chosen to focus on Merrimack Street between from Exit 46 at I-495 and Route 113/Pleasant Valley Street. Innes Associates is the Plan Facilitator.



## City Goals

- Improve business visibility through upgrades to storefront façades and sidewalks.
- Install traffic calming measures and equipment.
- Install new signalized sidewalks.
- Create wayfinding signage to identify businesses.
- Connect businesses with pedestrian pathways (sidewalks, crosswalks, ADA ramps, and shared pathways).
- Increase green space, pocket parks, and sidewalk furniture.
- Create a neighborhood business association and business directory for this area.

## Project Recommendation Categories (Methuen's Focus)



Public Realm



Private Realm



Revenue & Sales



Tenant Mix



Cultural/Arts



Other

# Survey Results (March 2021)

**Seven** businesses on the Merrimack Street between Exit 46 at I-495 and Route 113/Pleasant Valley Street responded to the state-wide survey of small businesses within the RRP districts.

**100%** Reported **an impact from COVID**.

**57%** Reported **less** revenue in 2020 than in 2019.

**14%** reported a decline of 25% or more.

**42%** reported an **increase** in revenue **during the three years prior to COVID**.

**56%** Reported **fewer** on-site customers in January/February 2021 than before COVID.

**42%** reported a decline of 25% or more.

**43%** Were still operating at reduced hours or capacity in March.

**43%** **Rent** their space.

**71%** Have **6-10** employees.  
**29%** have 21-50 employees.

**71%** Would welcome assistance in recovering.

## Data Collection (May 2021)



Number of Storefronts	31
Ground Floor Retail Space	46,399 SF
Ground Floor Office Space	18,567 SF
Ground Floor Manufacturing Space	0 SF
Number of Businesses in a 1-mile radius	254



	City	Area
Resident Population	50,282	7,723
Median Household Income	\$77,484	\$76,158
Median Age	40	43
Average Household Size	2.7	2.5
Total Workforce	16,135	113



Merrimack Valley Chamber of Commerce



Sidewalk	C
Street Trees and Benches	Fail/NA
Lighting	C
Wayfinding/Signage	Fail/NA
Roadbed and Crosswalks	Fail/NA
Window	C
Outdoor Display/Dining	Fail/NA
Signage	C
Awning	Fail/NA
Façade	C
Lighting	C