

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



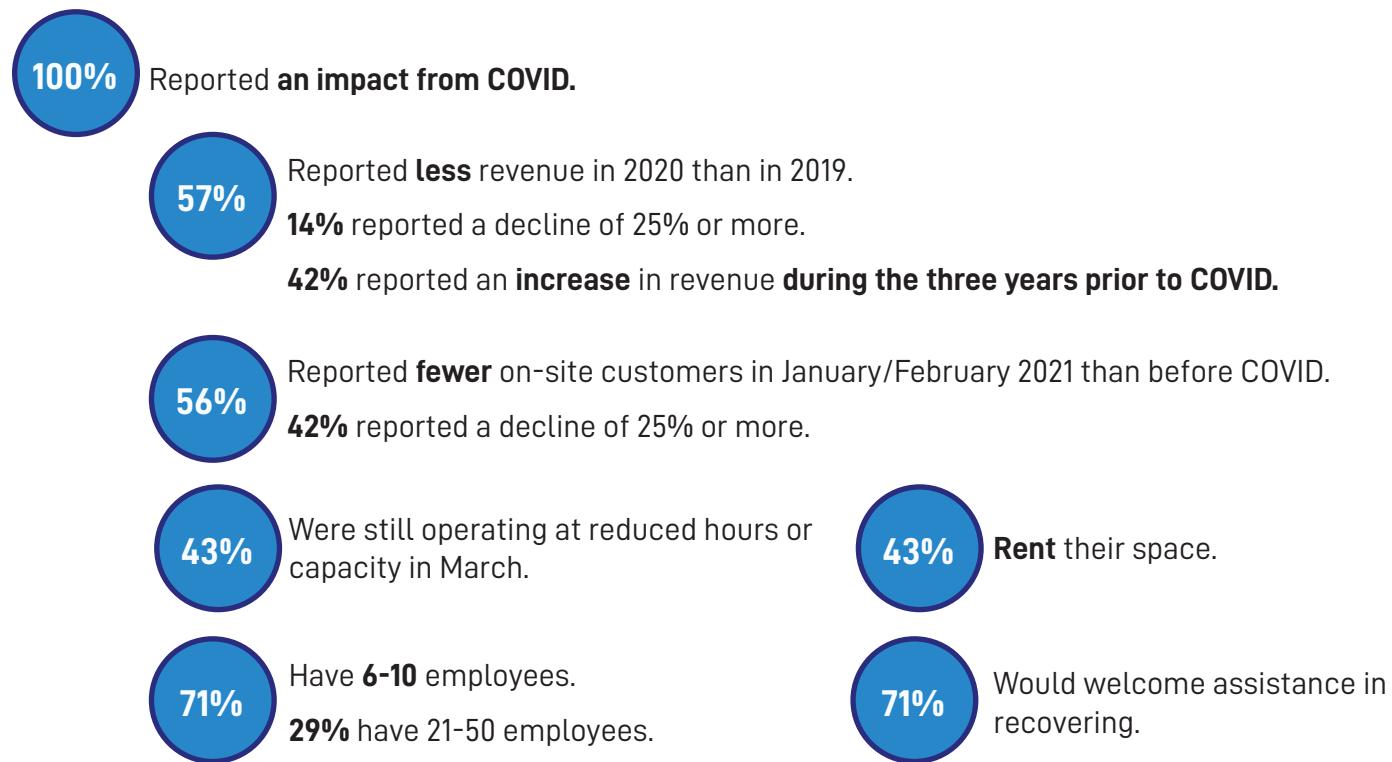
Cultural/Arts



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.



Data Collection (May 2021)

BUSINESS ENVIRONMENT	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	
CUSTOMER BASE	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
ADMIN CAPACITY	Merrimack Valley Chamber of Commerce		
PHYSICAL ENVIRONMENT			
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		