



# Turners Falls Canal District Community Workshop

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May 24, 2022



# AGENDA

- Team Introductions and Project Overview
- Site Base Mapping
- Preliminary Market Research Findings
- Opportunities and Constraints
- Discussion
- Next Steps



# Project Team



**Claire O'Neill**  
Real Estate Planner



**Ben Murphy**  
Real Estate Services



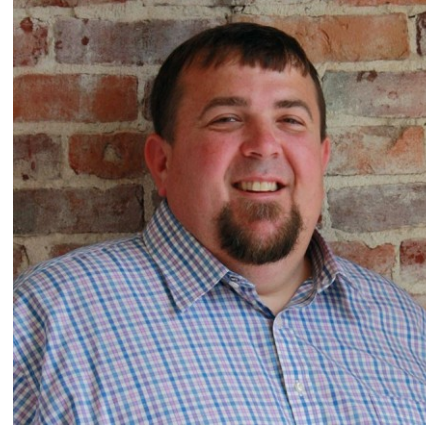
# Project Team



**Lee H. Morrisette, AIA**  
Architect, Principal-in-Charge



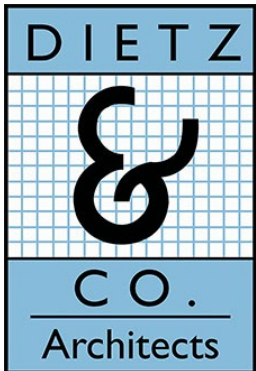
**Rachel Selsky, AICP**  
Economic & Market Analyst



**Andrew Bohne**  
Master Planning &  
Landscape Architect



**Michael Gagnon, PE**  
Civil & Environmental  
Engineer





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# PROJECT OVERVIEW

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# Project Overview

- Project history
- Funding sequence
- Project Goals
  - Engage and energize Turners Falls
  - Transform Canal District to most benefit the town
  - Attract public and private investment



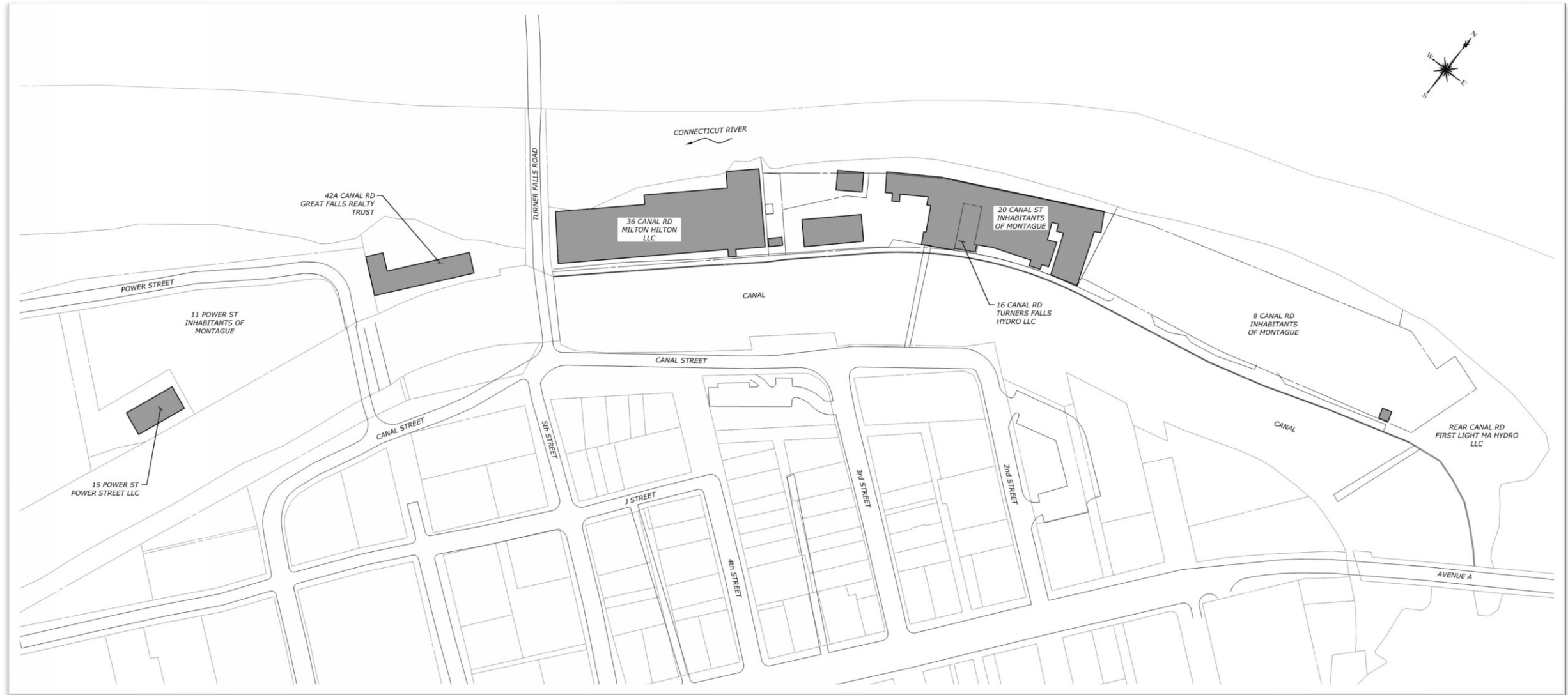


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# SITE BASE MAPPING

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# Project Site





# Project Site





# Project Site





# Project Site



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# PRELIMINARY MARKET RESEARCH FINDINGS

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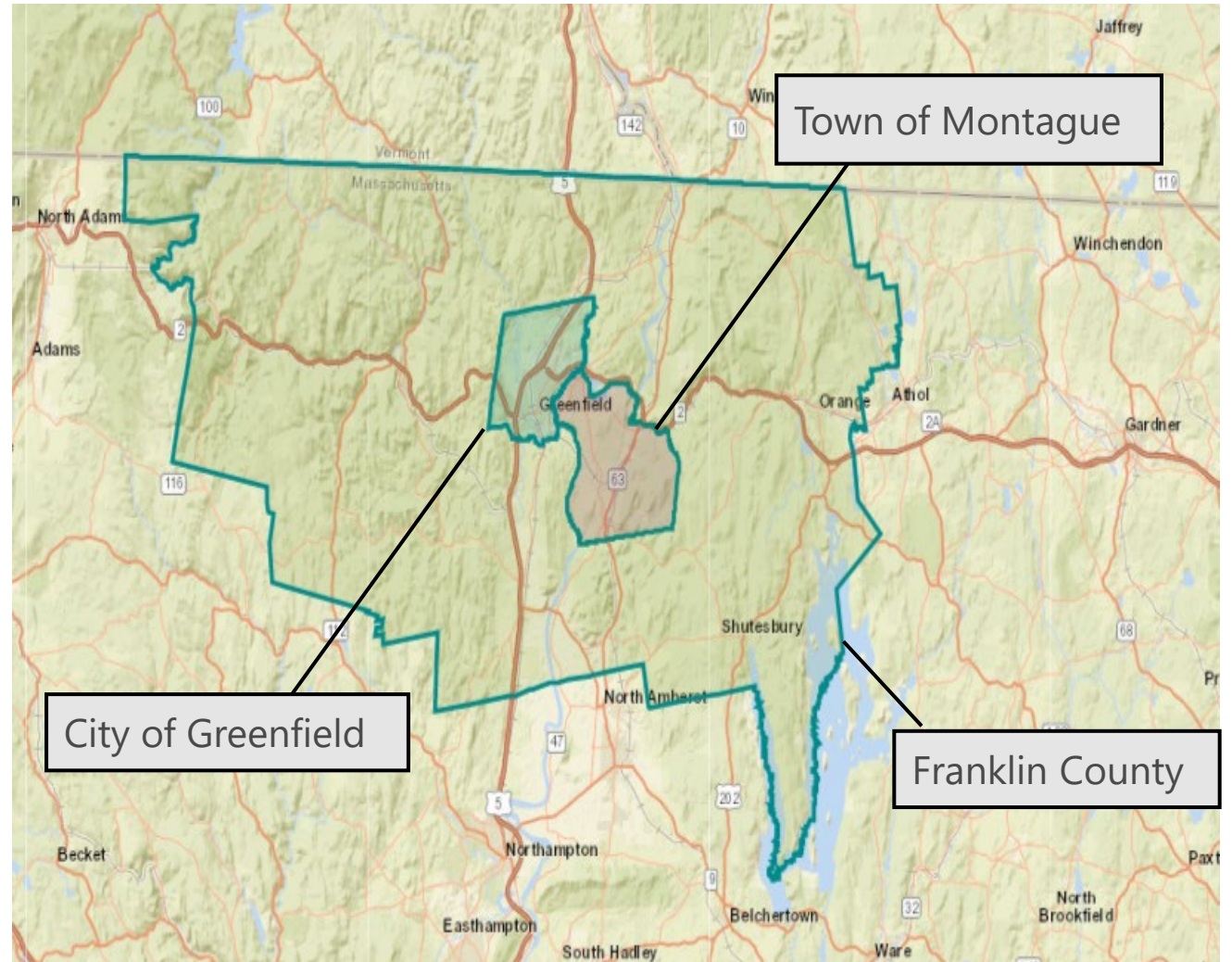


# Role of a Market Analysis

- Site Context
- Supply and Demand
- Scenario Planning
- Business Environment Improvements

# Canal District Market Analysis

- Interviews
- Survey
- Demographic Trends
- Economic Trends
- Real Estate Market Analysis
  - Residential
  - Commercial
  - Industrial





# Demographic Trends

- Slow population growth compared to state
- Lower median household income
- Higher median age compared to state
- Lower percent of residents with advanced education compared to state

## Demographic Summary

	2010	2021	2026	2010-2021 Pct Change	2021-2026 Pct Change
Montague/Greenfield					
Population	25,893	26,156	25,838	1.0%	-1.2%
Median Age	42.8	45.1	45.5	5.4%	0.9%
Households	11,546	11,769	11,652	1.9%	-1.0%
Average Household Size	2.18	2.16	2.15	-0.9%	-0.5%
Median Household Income		\$51,923	\$55,170		6.3%
Franklin County					
Population	71,372	72,692	71,942	1.8%	-1.0%
Median Age	44.2	47.0	47.5	6.3%	1.1%
Households	30,462	31,294	31,040	2.7%	-0.8%
Average Household Size	2.29	2.27	2.27	-0.9%	0.0%
Median Household Income		\$59,062	\$63,837		8.1%
Massachusetts					
Population	6,547,629	6,959,075	7,132,163	6.3%	2.5%
Median Age	39.0	40.6	41.3	4.1%	1.7%
Households	2,547,075	2,699,574	2,767,330	6.0%	2.5%
Average Household Size	2.48	2.49	2.49	0.4%	0.0%
Median Household Income		\$85,273	\$95,924		12.5%

Source: Esri

# Real Estate Market Findings



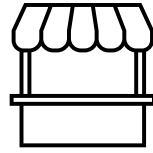
## Residential

- High demand for housing, all types
- More than half of rental households spend more than 30% of income on housing
- Median year of construction is 1950, 205 new housing starts since 2011



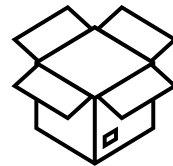
## Recreation

- Bike trail, Great Falls Discovery Center, performing arts theaters
- Natural beauty



## Commercial

- Limited-Service Restaurant
- Lodging
- Farmers Market
- Studio/Artisan space
- Food/drink production with tasting/sale opportunities



## Industrial

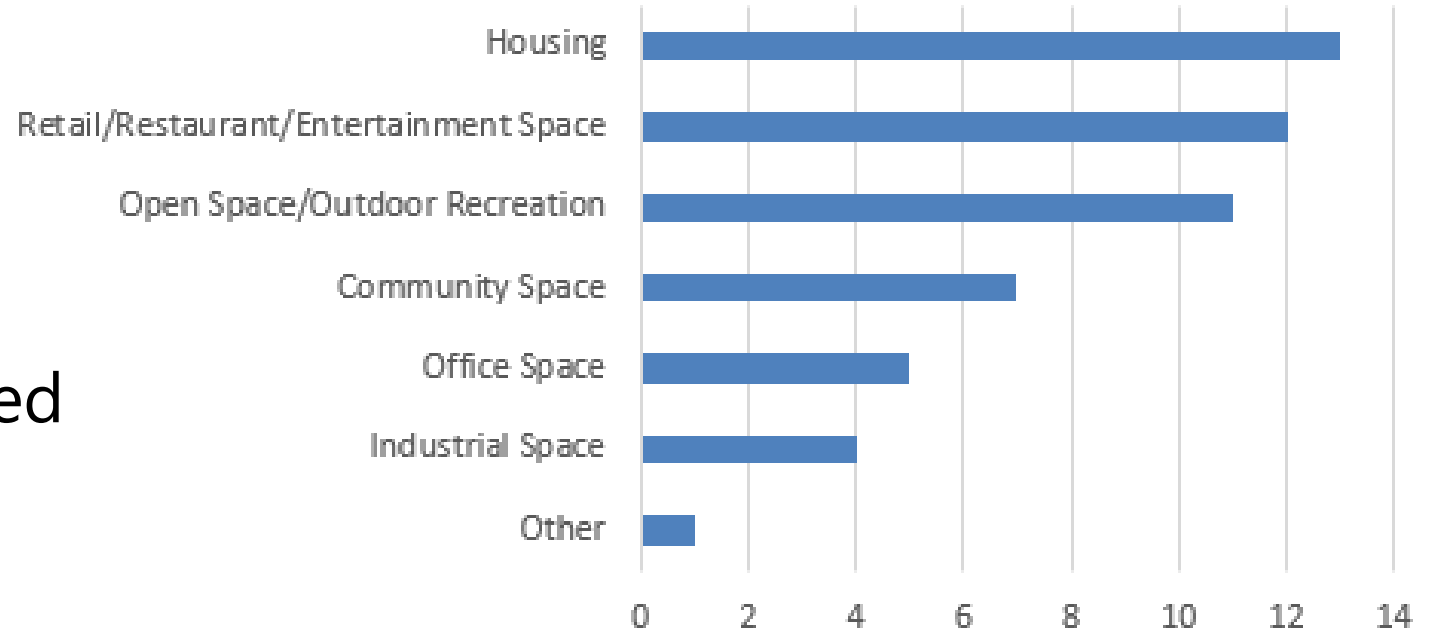
- Lack of access, parking, transportation infrastructure limits industrial uses
- Potential for shared kitchen space, artisan workspace, makerspace, indoor growing space
- Utility or other similar use

# Resident Survey Results

## Critical Issues

- Lack of available rental housing
- Housing prices aren't affordable
- Houses are old and in need of repair
- Lack of public transportation

At the broadest level, what would you like to see for the Canal District?





# Resident Survey Results

What type of \_\_\_\_\_ do you want to see in this space?

## Housing

- Live/Work units
- Low-to-moderate income rental
- Workforce housing
- Senior housing
- Cooperative housing

## Office

- Office suites
- Incubator/workspace
- Coworking office space
- Medical offices/health care

## Industrial

- Small-scale manufacturing
- Commercial kitchen
- Brewery/distillery
- Greenhouse/crop cultivation

# Resident Survey Results

What type of \_\_\_\_\_ do you want to see in this space?

## Entertainment

- Sit-down restaurant
- Studio/gallery space for artists
- Coffee shop/café/bakery
- Clothing store
- Indoor recreation
- Fitness business
- Brewery or bar

## Community

- Indoor winter farmer's market
- Childcare
- Health care services or community outreach
- Event/performance space
- Amenities for seniors
- Tool lending library

## Recreation

- River access
- Bike and pedestrian connections
- Passive parkland
- Historic and cultural interpretive information
- Outdoor performance space

# People Said They Want to See...

- Mix of uses
- Support local businesses
- Housing!
- Visibility and enjoyment of the river and canal
- Examples of Florence, Easthampton, North Adams
- Great Falls Heritage and Cultural Center with focus on Battlefield and Indigenous



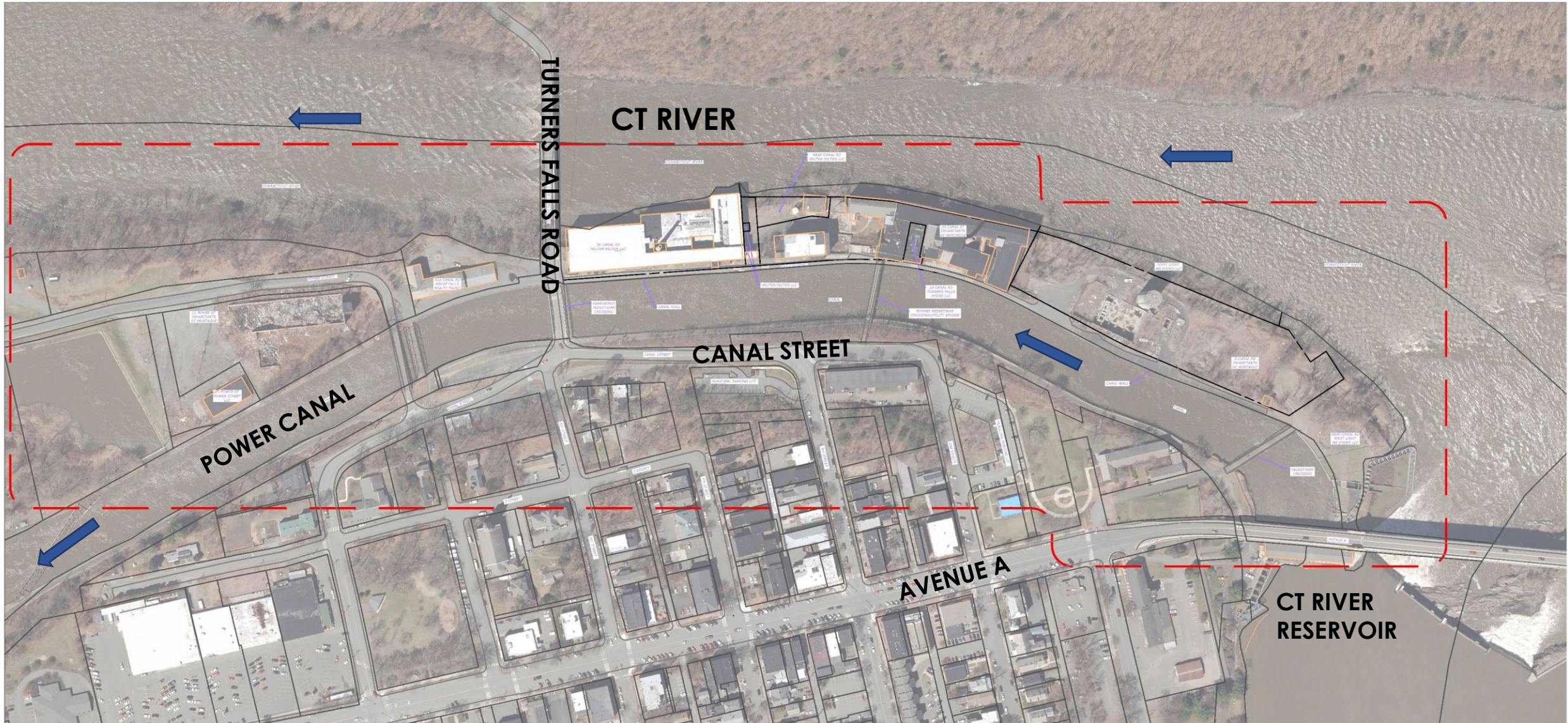
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# OPPORTUNITIES AND CONSTRAINTS

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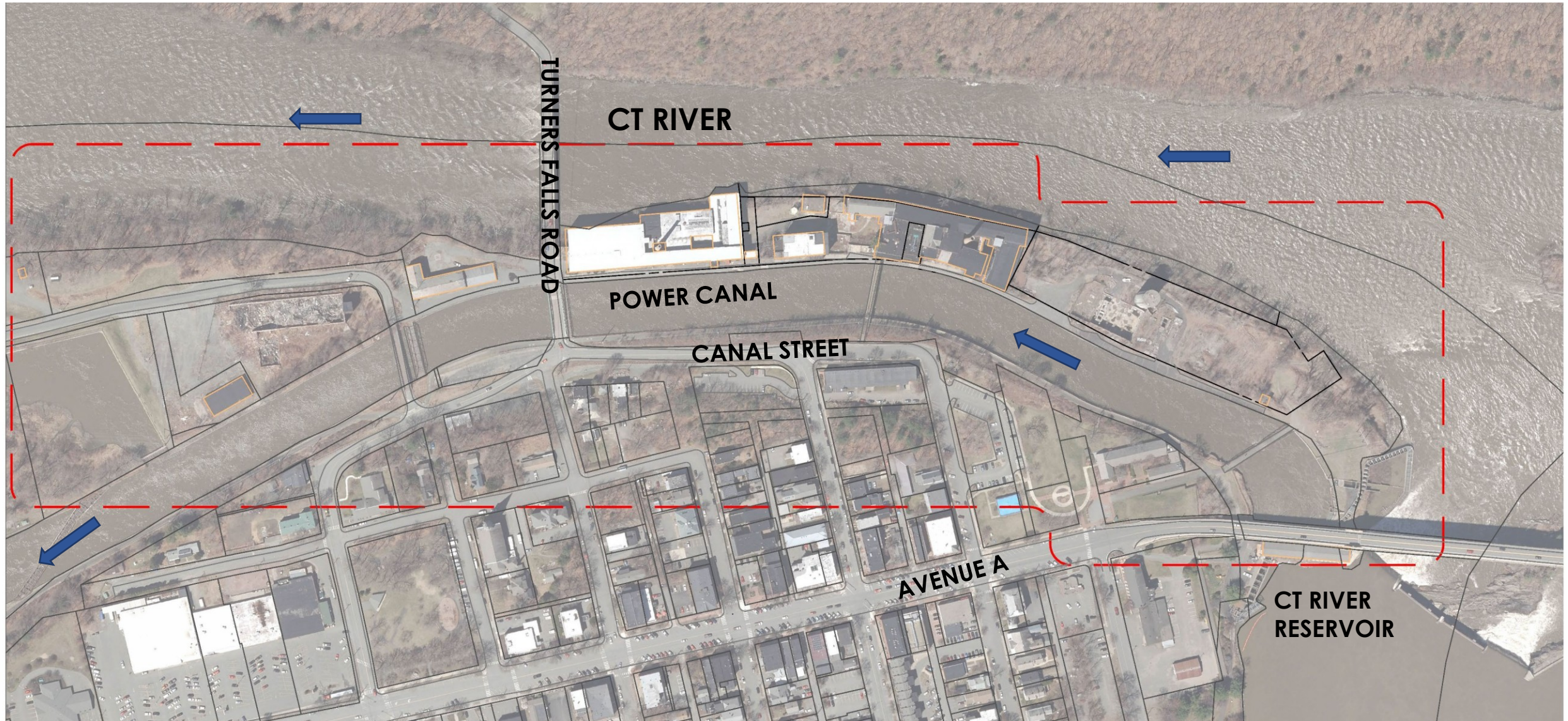


# Project Area Diagram



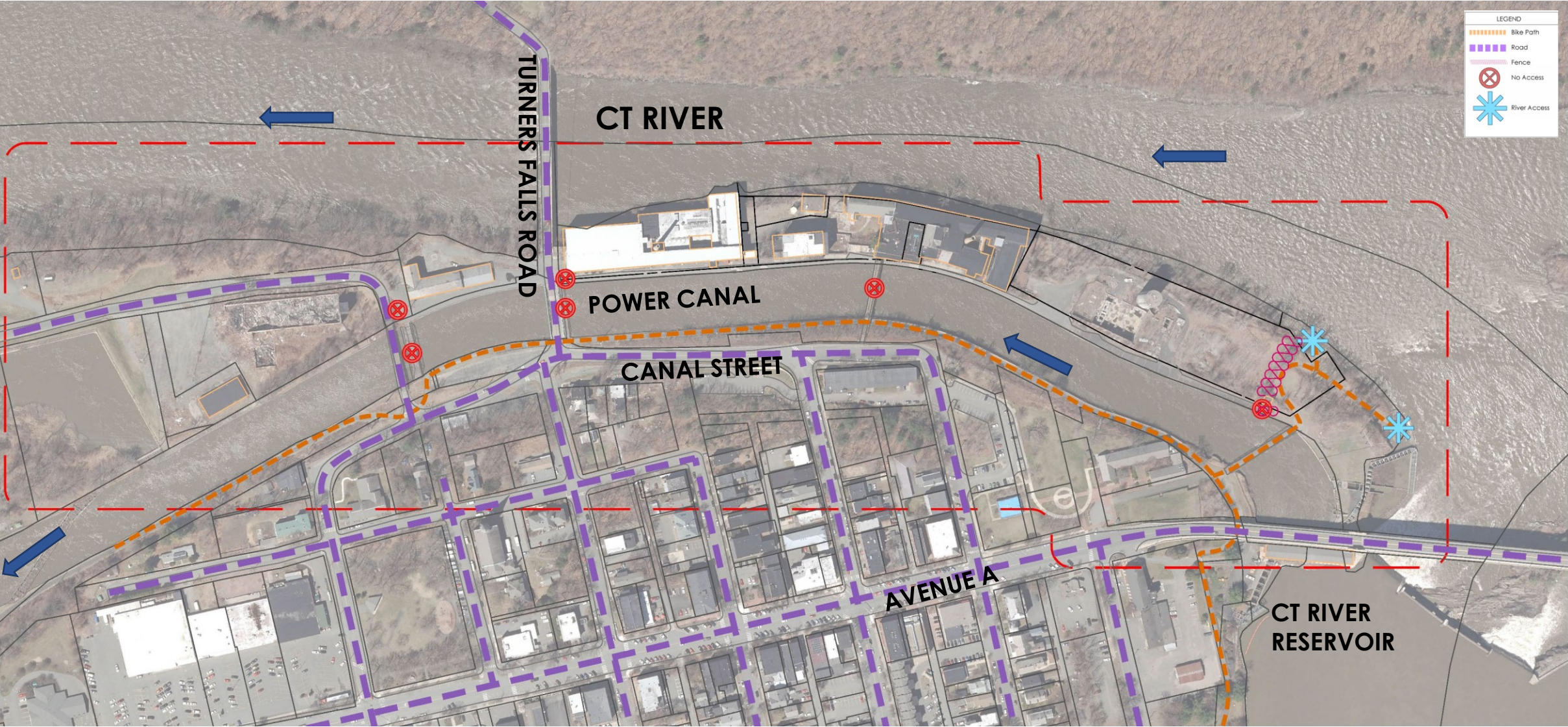


# Project Area Diagram



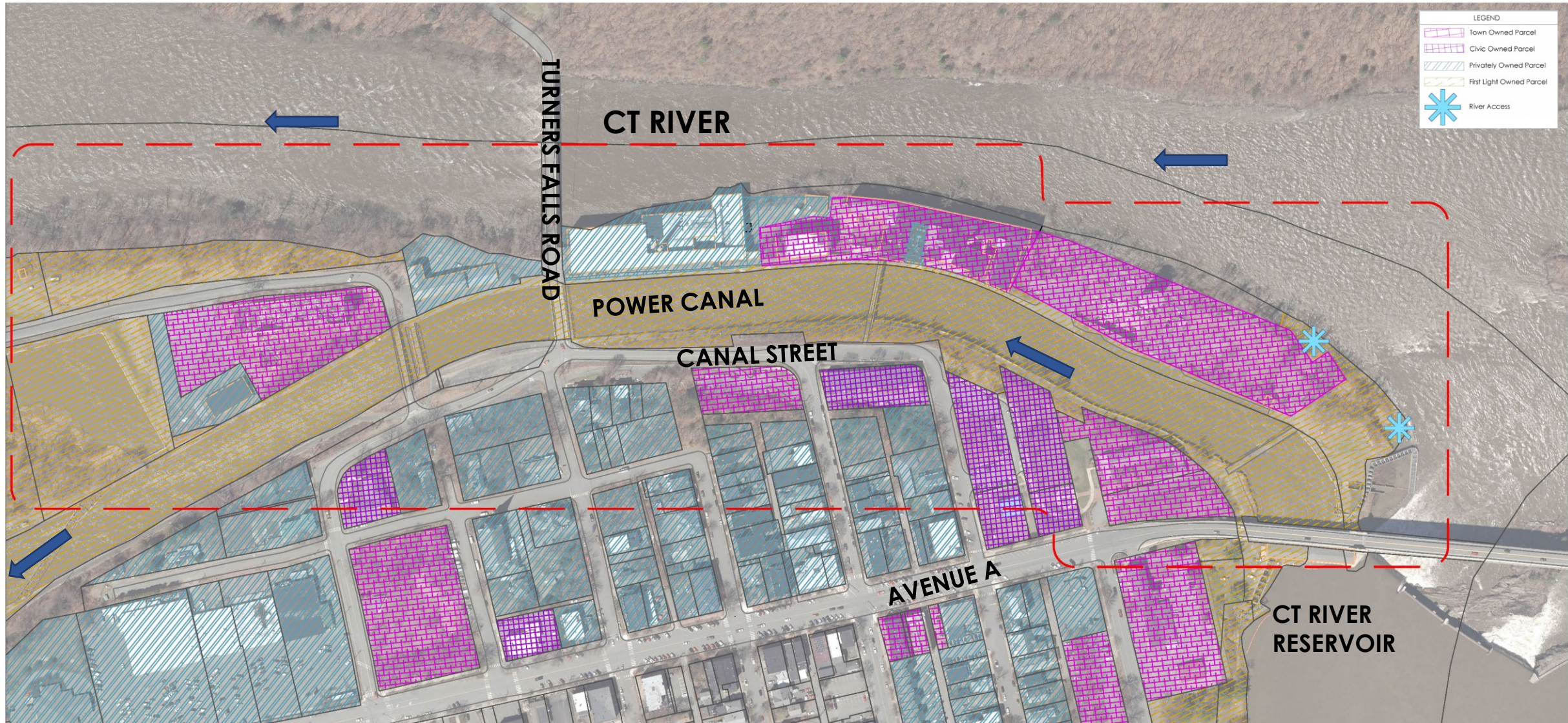


# Access Diagram



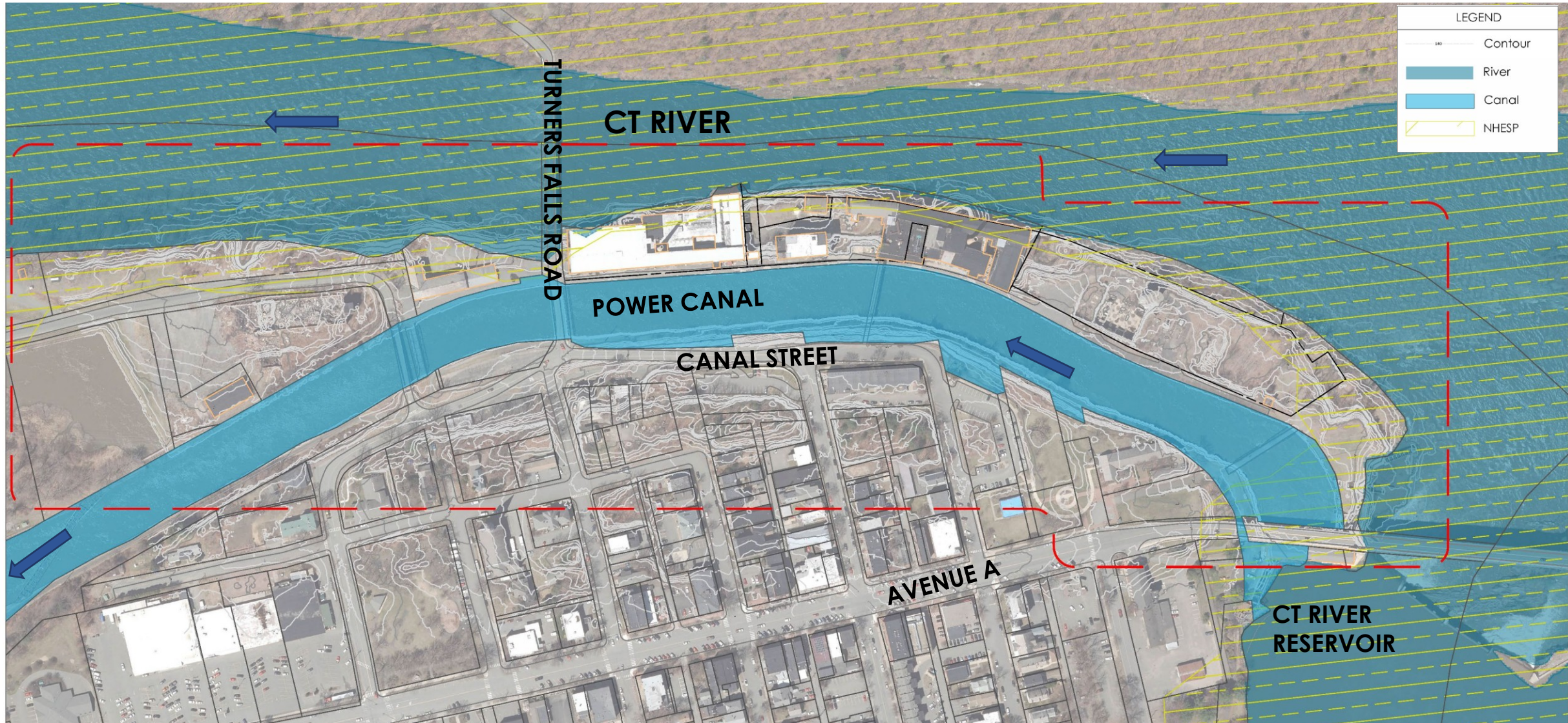


# Ownership Diagram



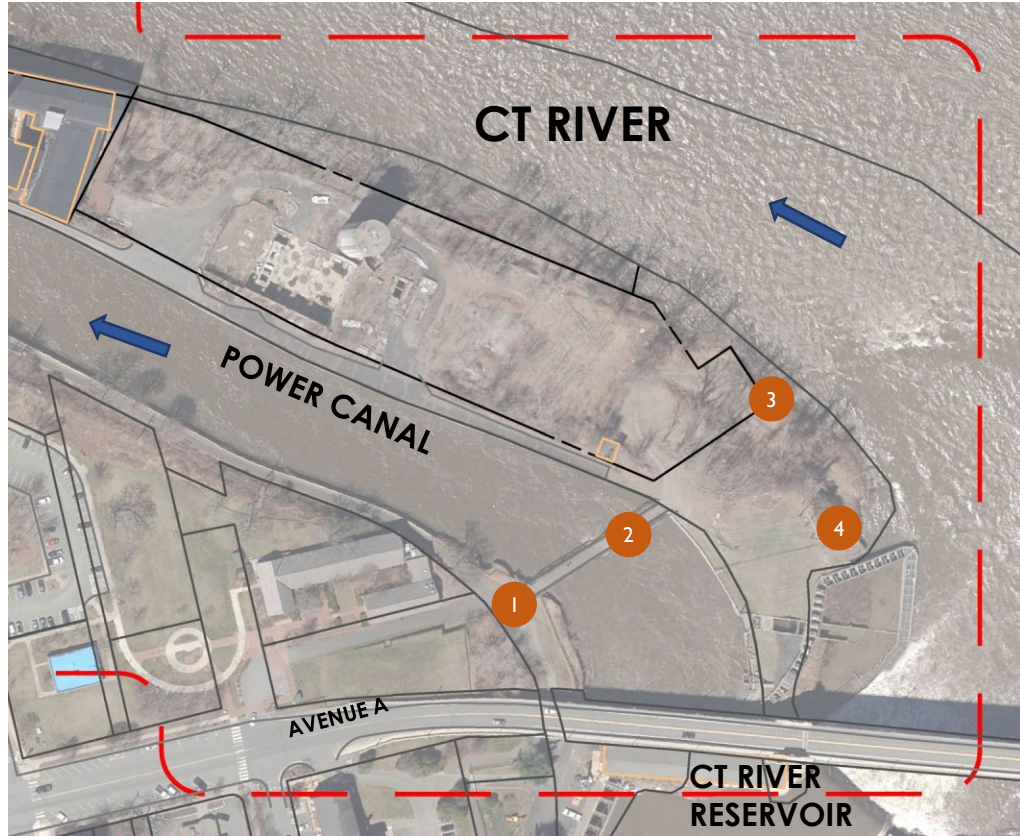


# Natural Resource Diagram



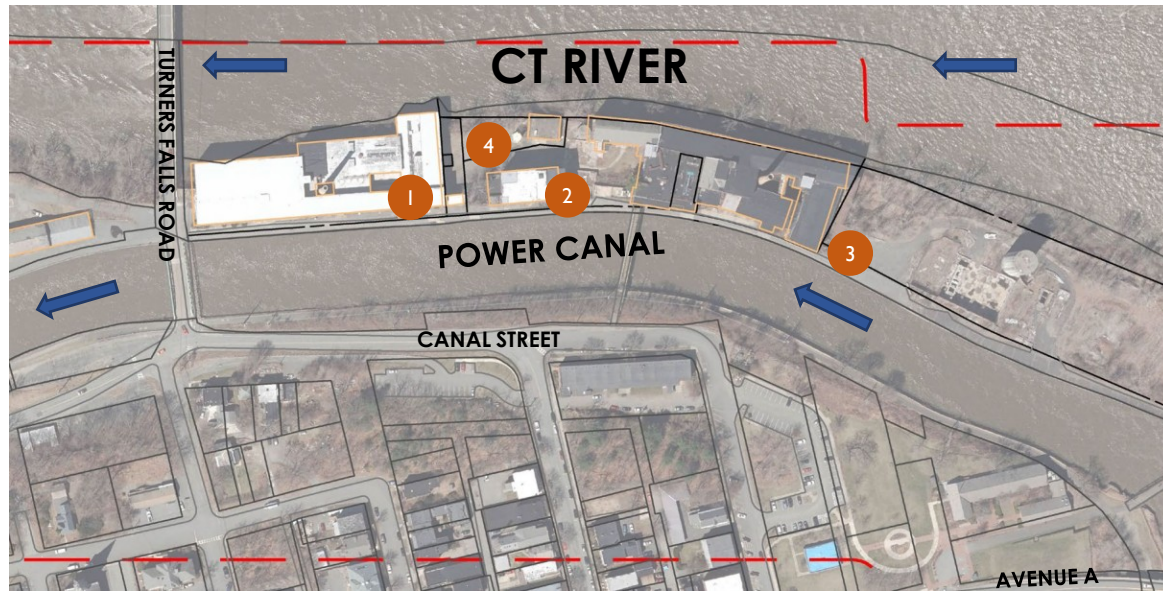


# Site Investigation



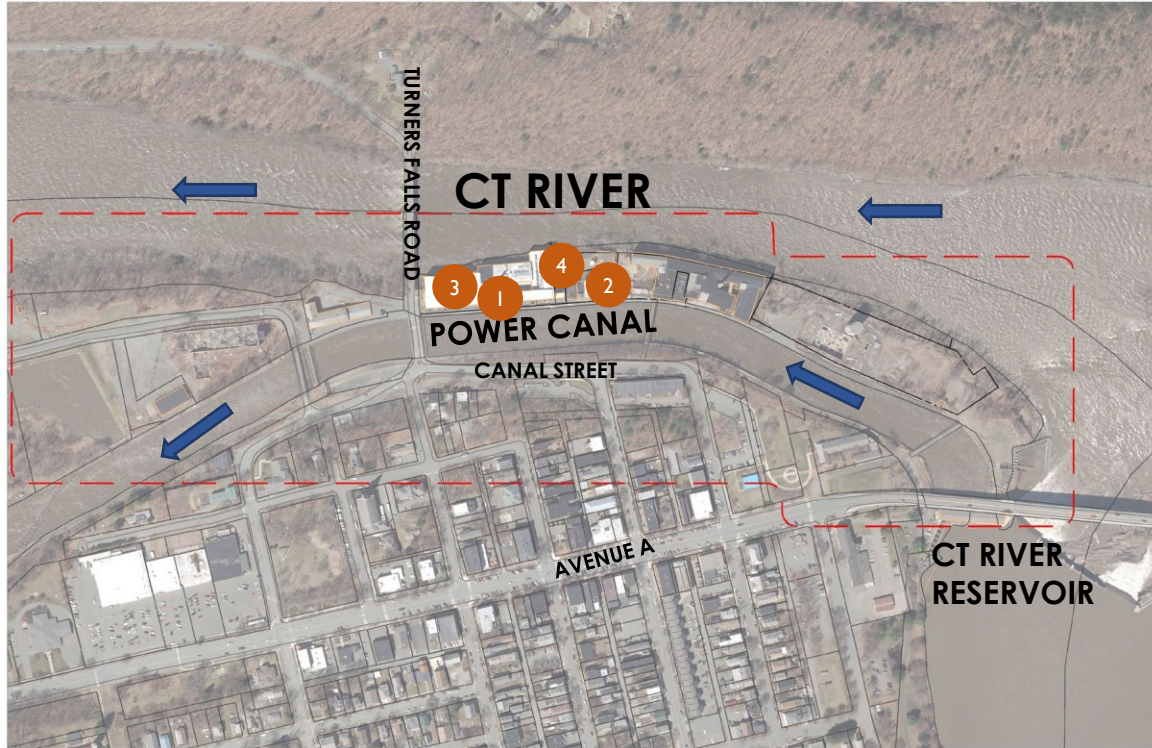


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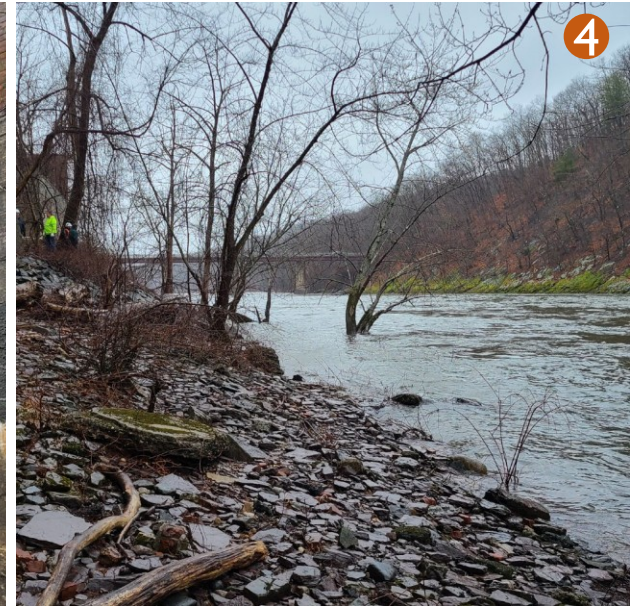
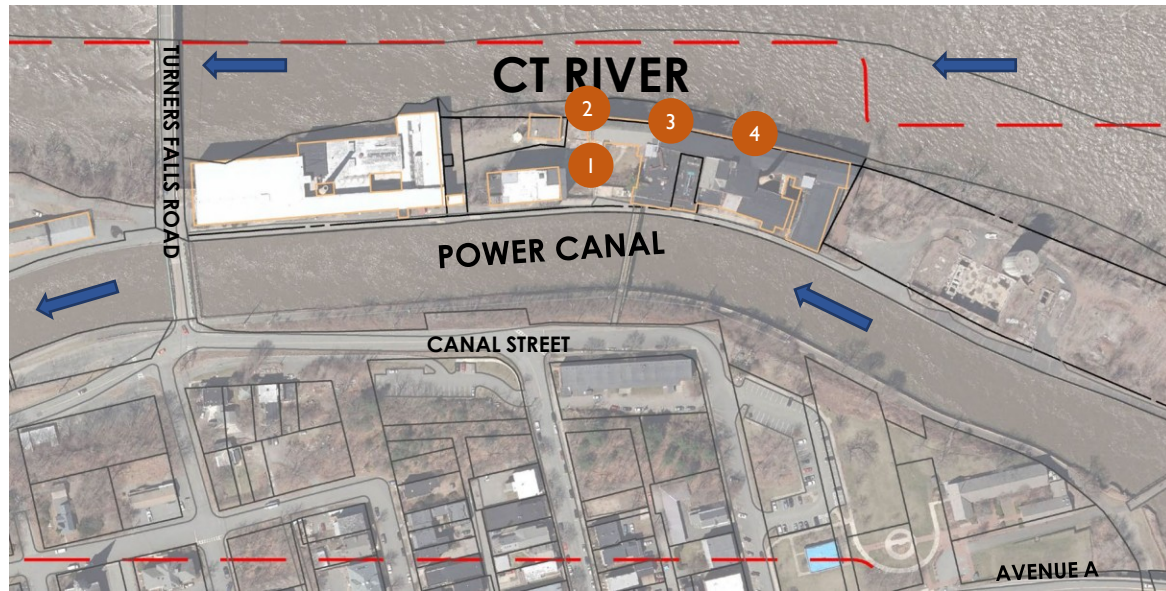


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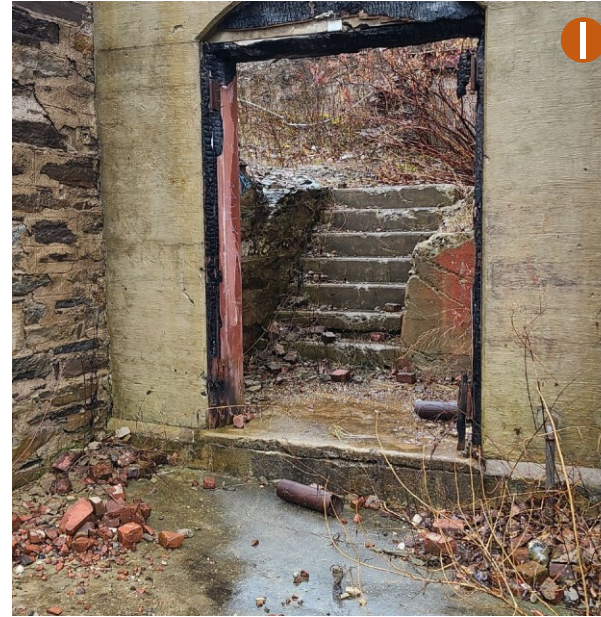
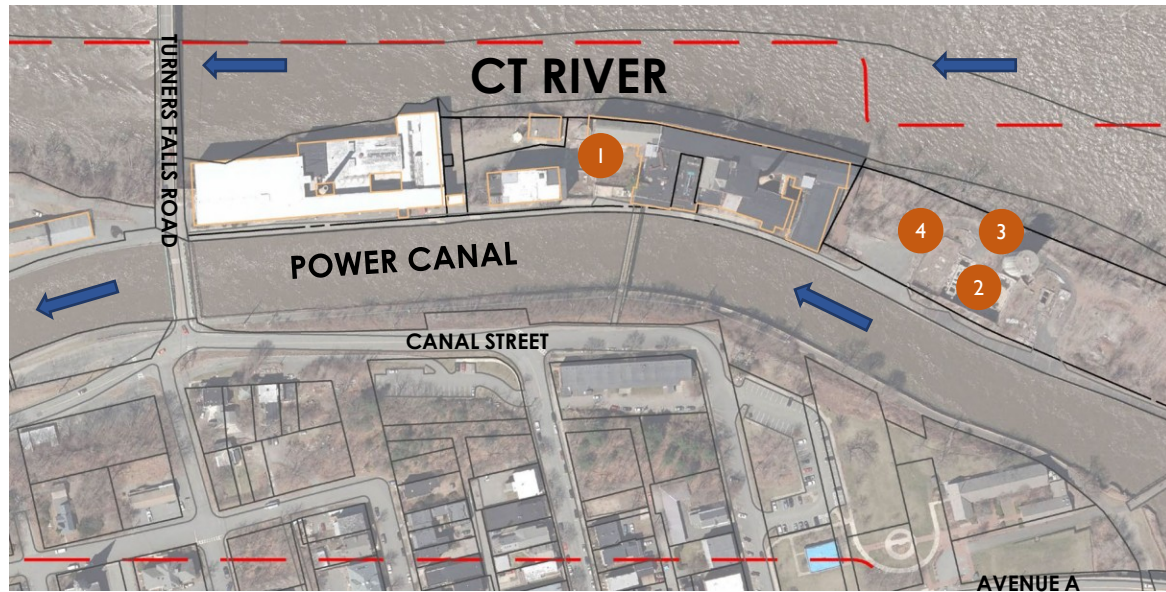


# Site Investigation





# Site Investigation





# Site Investigation





# Site Investigation



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# DISCUSSION

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# NEXT STEPS

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# Next Steps

## Investigation Phase

- Documentation of findings

## Visioning Phase

- Develop Preliminary Options
- Community Workshop No.2
- Order-of-magnitude construction cost & financial feasibility
- Market analysis report
- Community Workshop No.3
- Market implementation document
- 3D Digital site model
- Master plan report



Thank you.

