

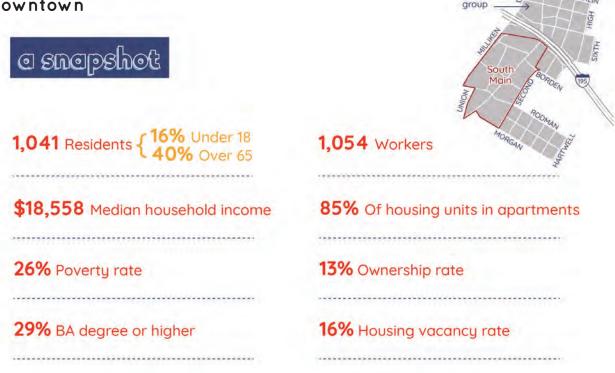
APPENDIX

MAY 2021

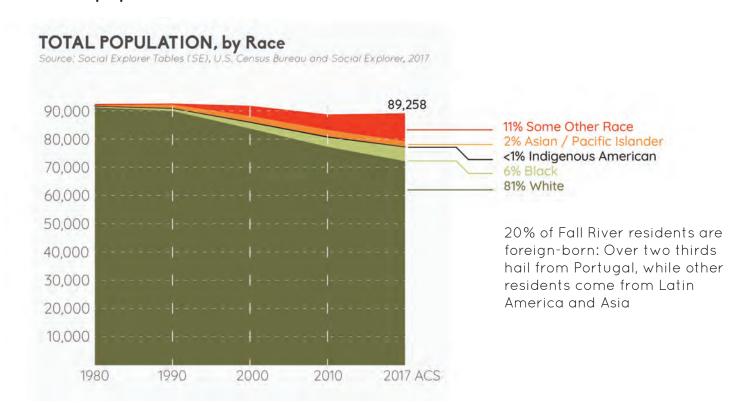


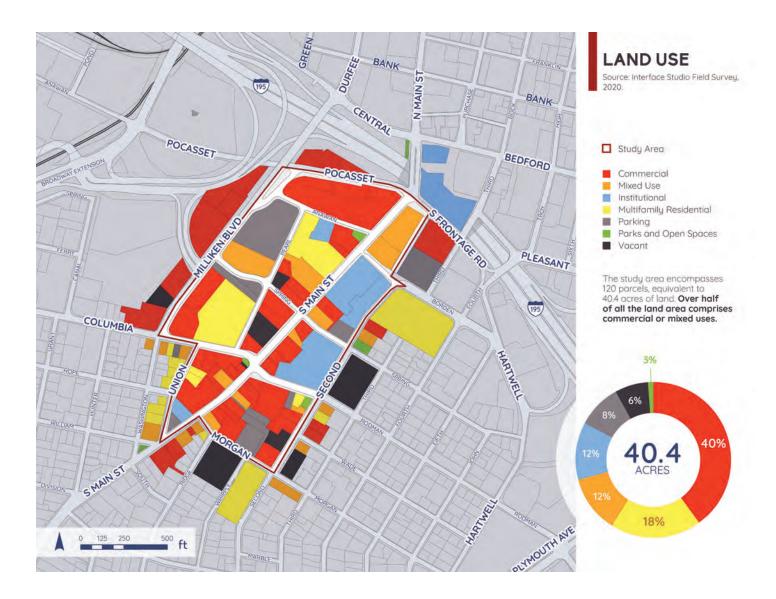
Existing Conditions

Who's Downtown

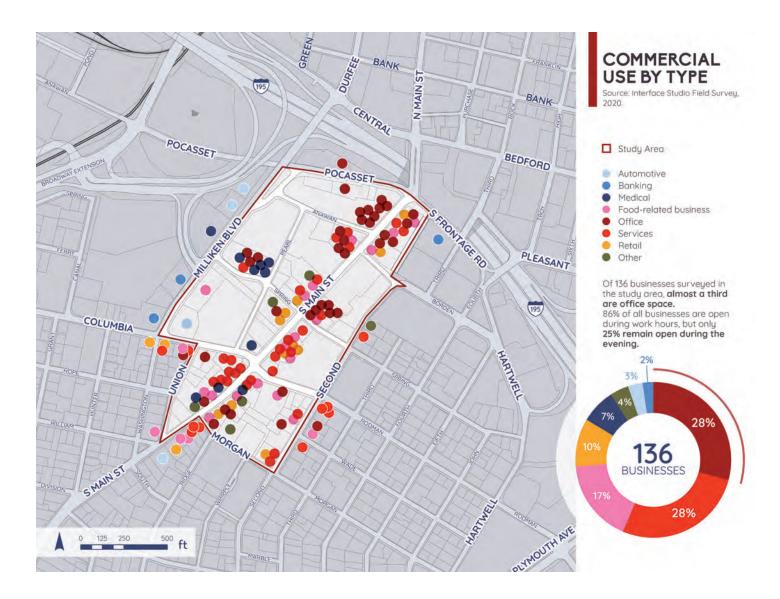


Fall River population trends

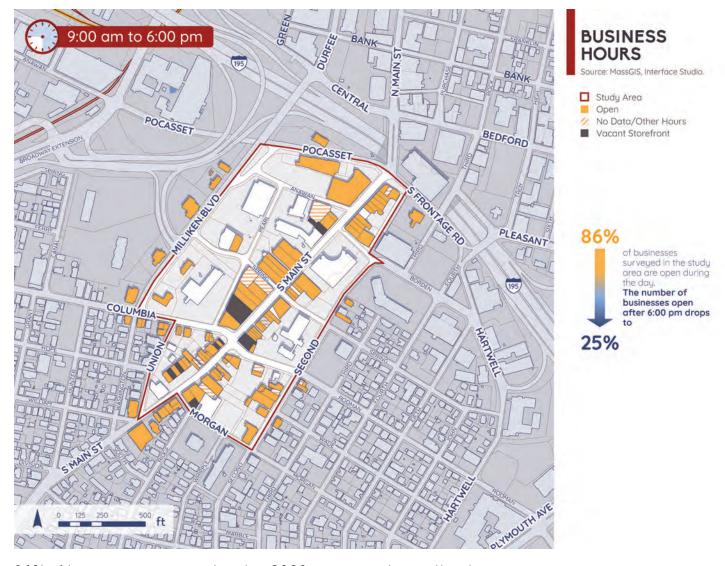




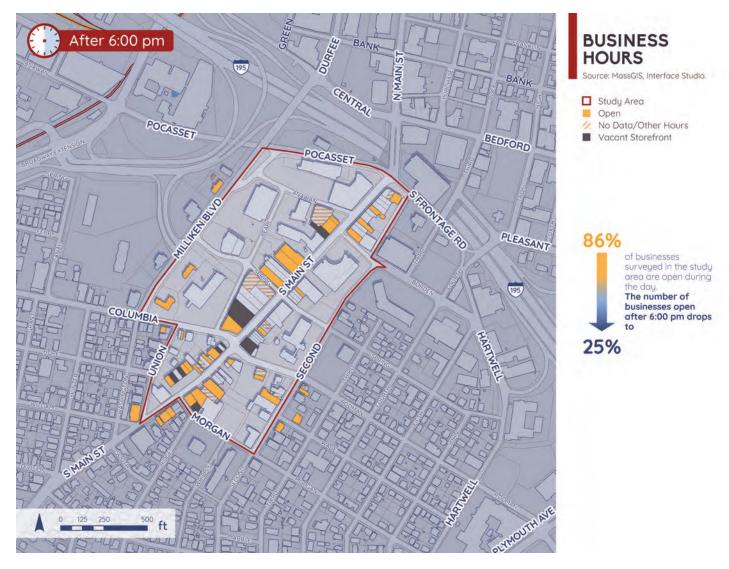
The districts needs a more diverse mix of businesses that can attract customers and encourage them to stay longer in the district and visit other businesses.



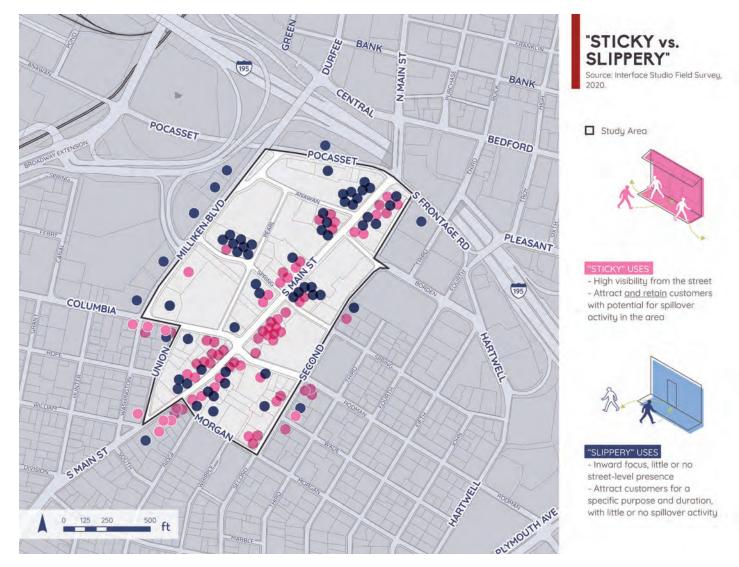
Of 136 businesses surveyed in Jan 2020, 28% are offices, 28% are services. Food-related businesses and retail make up only 17% and 10% of businesses, respectively.



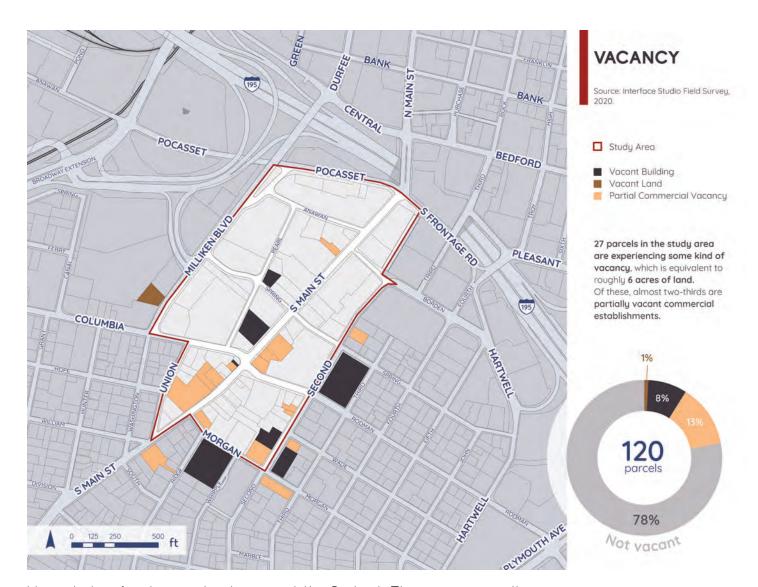
86% of businesses surveyed in Jan 2020 are open during the day.



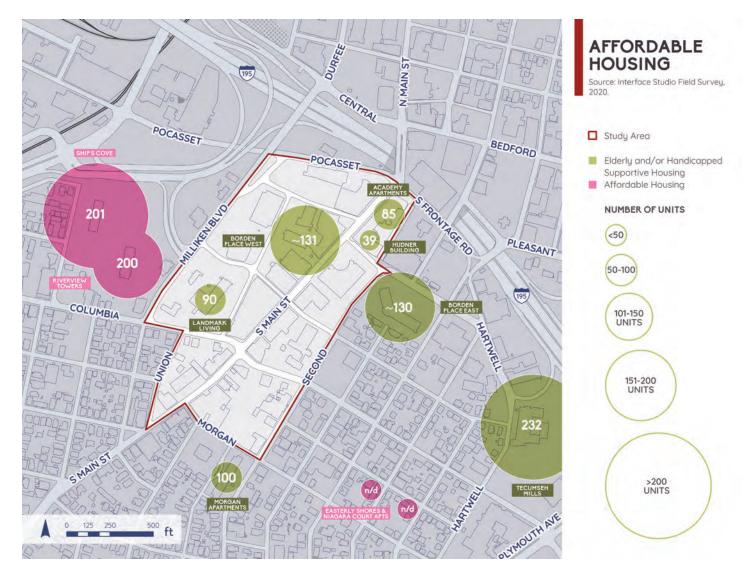
Only 25% of businesses surveyed in Jan 2020 are open in the evening



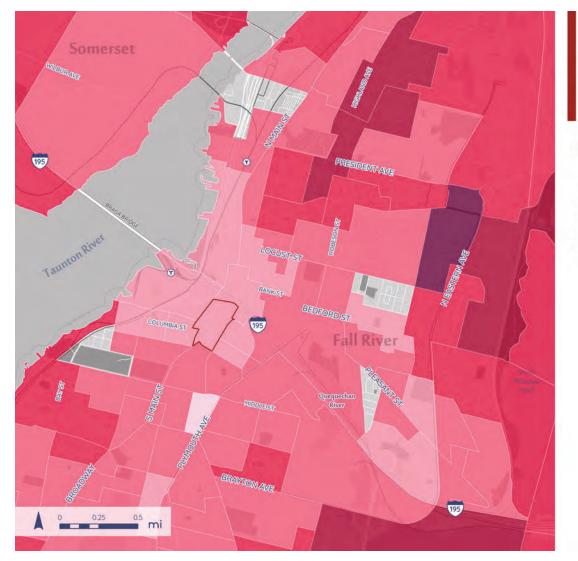
Many existing businesses, such as the predominance of law offices, have little or no street-level presence and attract customers for a specific purpose with little or no spillover activity.



Vacant storefronts negatively impact the District. There is no penalty for leaving properties vacant and no incentive for improving them. 27 parcels in the study area were observed in Jan 2020 to have some level of vacancy. Nearly two-thirds of these consist of partially vacant commercial parcels.



The district needs more people living in the area to support businesses. Currently there are no residential units in the upper stories on Main Street and the only residences are senior housing.



According to census estimates, median household incomes in the block groups around South Main Street are low. The median household income for the study area was \$18,558 compared to \$77,378 for the State of

Massachusetts.

MEDIAN HOUSEHOLD INCOME

Source: U.S. Census American Community Survey 5-year estimates, 2013-2017.

☐ Study Area

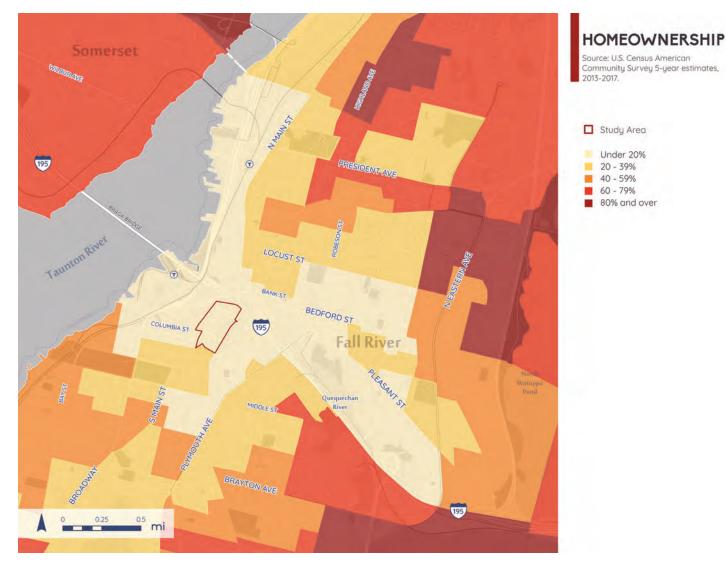
No data \$0 - \$15,000

\$15,000 - \$24,999 \$25,000 - \$29,999

\$50,000 - \$74,999

\$75,000 - \$99,999

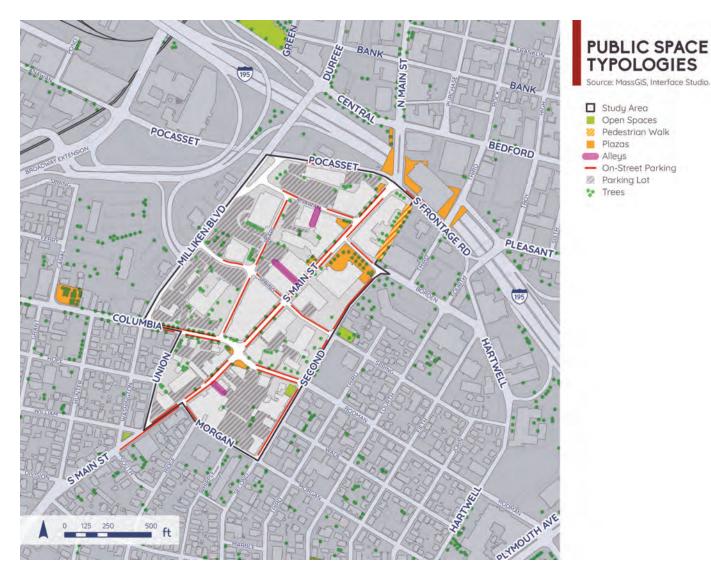
■ \$100,000 and above



Census estimates also show low levels of homeownership in the block groups around South Main Street. The homeownership rate in the study area is 13%.



South Main is dotted with plazas of various sizes and offers views to the river.



A review of expanded of public space typologies was undertaken after the COVID-19 pandemic to help determine the various types of spaces that could be activated and test outdoor activation guidelines.

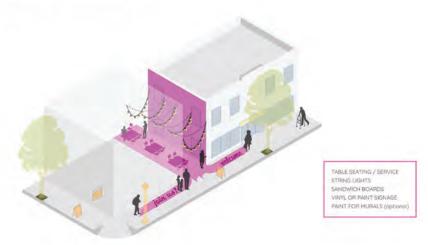
OUTDOOR ACTIVATION GUIDELINES

PEDESTRIAN WALKWAY



OUTDOOR ACTIVATION GUIDELINES

ALLEYWAY ACTIVATION



OUTDOOR ACTIVATION GUIDELINES

MINI-PLAZA ACTIVATION





OUTDOOR ACTIVATION GUIDELINES

PARKING LANE ACTIVATION



Public Engagement







INTERVIEWS

15 stakeholders interviews including property and business owners, nonprofits, city officials

FOCUS GROUPS

2 groups conducted virtually over the summer of 2020 with restaurants and property owners

POP-UP OPEN HOUSE

A pop-up open house was held in a storefront on S. Main Street.

SURVEY

An online and paper survey received 110 responses.

Q1 What zip code do you live in?

Answered: 110 Skipped: 0

#	RESPONSES	DATE
1	02702	5/5/2020 10:46 AM
2	02048	5/5/2020 10:42 AM
3	02721	5/5/2020 10:39 AM
4	02809	5/5/2020 10:37 AM
5	02723	3/13/2020 11:43 AM
6	02779	3/11/2020 12:05 PM
7	02739	3/11/2020 12:03 PM
8	02720	3/11/2020 11:59 AM
9	02724	3/11/2020 11:53 AM
10	02720	3/11/2020 11:48 AM
11	02724	3/11/2020 11:42 AM
12	02777	3/10/2020 7:54 AM
13	02720	3/10/2020 6:57 AM
14	02720	3/10/2020 6:55 AM
15	02726	3/10/2020 6:52 AM
16	02720	3/10/2020 6:47 AM
17	02724	3/9/2020 6:22 PM
18	02724	3/9/2020 4:51 PM
19	02721	3/9/2020 3:30 PM
20	02724	3/9/2020 3:27 PM
21	02724	3/9/2020 3:24 PM
22	02721	3/9/2020 3:22 PM
23	02777	3/9/2020 3:19 PM
24	02777	3/9/2020 3:17 PM
25	02721	3/9/2020 3:13 PM
26	02720	3/9/2020 3:11 PM
27	02721	3/9/2020 3:08 PM
28	02720	3/9/2020 3:04 PM
29	02720	3/9/2020 3:01 PM
30	02721	3/9/2020 2:49 PM
31	02915	3/9/2020 2:48 PM
32	02740	3/9/2020 2:45 PM
33	02721	3/9/2020 2:40 PM
34	02720	3/9/2020 2:37 PM
35	01773	3/9/2020 2:35 PM
36	02721	3/9/2020 2:32 PM
37	02720	3/9/2020 2:29 PM

38	20009	3/9/2020 2:22 PM
39	02720	3/6/2020 7:00 PM
40	02724	3/6/2020 4:40 PM
41	02790	3/5/2020 4:04 PM
42	02747	3/5/2020 10:07 AM
43	02721	3/5/2020 7:33 AM
44	02724	3/4/2020 8:02 PM
45	02724	3/4/2020 7:48 PM
46	02721	3/4/2020 7:32 PM
47	02721	3/4/2020 3:00 PM
48	02724	3/4/2020 2:06 PM
49	02723	3/4/2020 1:48 PM
50	02724	3/4/2020 1:38 PM
51	02720	3/4/2020 1:32 PM
52	02723	3/4/2020 1:11 PM
53	02777	3/4/2020 12:06 PM
54	02908	3/4/2020 11:55 AM
55	02721	3/4/2020 11:52 AM
56	02723	3/4/2020 11:47 AM
57	02721	3/4/2020 11:47 AM
58	02721	3/4/2020 11:46 AM
59	02790	3/3/2020 6:18 PM
60	02724	3/3/2020 5:06 PM
61	02719	3/2/2020 11:30 AM
62	02721	3/2/2020 9:53 AM
63	02860	3/1/2020 8:18 AM
64	02726	2/29/2020 10:27 AM
65	02745	2/29/2020 10:01 AM
66	02720	2/28/2020 6:49 PM
67	02746	2/28/2020 2:44 PM
68	02771	2/28/2020 2:12 PM
69	02726	2/28/2020 12:38 PM
70	02720	2/28/2020 10:55 AM
71	02721	2/28/2020 8:07 AM
72	02726	2/28/2020 8:05 AM
73	02878	2/27/2020 10:22 PM
74	02721	2/27/2020 7:44 PM
75	Tiverton	2/27/2020 7:24 PM

76	02920	2/27/2020 6:13 PM
77	02777	2/27/2020 5:33 PM
78	02720	2/27/2020 5:19 PM
79	02724	2/27/2020 5:18 PM
80	02720	2/27/2020 4:40 PM
81	02721	2/27/2020 4:29 PM
82	02780	2/27/2020 4:20 PM
83	02720	2/27/2020 4:01 PM
84	02878	2/27/2020 3:58 PM
85	02878	2/27/2020 3:56 PM
86	02745	2/27/2020 3:50 PM
87	02769	2/27/2020 3:48 PM
88	02721	2/27/2020 3:43 PM
89	02720	2/27/2020 3:37 PM
90	02724	2/27/2020 3:29 PM
91	02724	2/27/2020 3:28 PM
92	02724	2/27/2020 3:27 PM
93	02790	2/27/2020 3:26 PM
94	02780	2/27/2020 3:17 PM
95	02723	2/27/2020 3:07 PM
96	02333	2/27/2020 3:07 PM
97	02723	2/26/2020 8:57 PM
98	02717	2/26/2020 2:29 PM
99	02740	2/26/2020 2:29 PM
100	02740	2/26/2020 11:04 AM
101	02721	2/26/2020 10:41 AM
102	02720	2/26/2020 10:20 AM
103	02777	2/25/2020 9:51 PM
104	11205	2/25/2020 9:39 PM
105	02724	2/25/2020 2:26 PM
106	02720	2/20/2020 6:07 PM
107	02779	2/20/2020 12:23 PM
108	02720	2/19/2020 1:45 PM
109	02720	2/19/2020 1:37 PM
110	02720	2/19/2020 1:26 PM

Q2 What zip code do you work in?

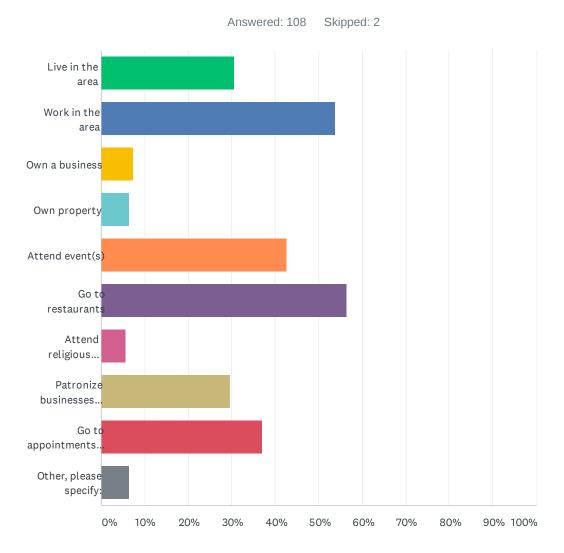
Answered: 108 Skipped: 2

#	RESPONSES	DATE
1	02721	5/5/2020 10:46 AM
2	02721	5/5/2020 10:42 AM
3	02721	5/5/2020 10:39 AM
4	02723	5/5/2020 10:37 AM
5	02723	3/13/2020 11:43 AM
6	02721	3/11/2020 12:05 PM
7	02740	3/11/2020 12:03 PM
8	02720	3/11/2020 11:59 AM
9	02720	3/11/2020 11:53 AM
10	02777	3/11/2020 11:48 AM
11	02840	3/11/2020 11:42 AM
12	02777	3/10/2020 7:54 AM
13	02720	3/10/2020 6:57 AM
14	02720	3/10/2020 6:55 AM
15	02777	3/10/2020 6:52 AM
16	02720, 02721, 02724	3/10/2020 6:47 AM
17	02724	3/9/2020 6:22 PM
18	02135	3/9/2020 4:51 PM
19	02721	3/9/2020 3:30 PM
20	02724	3/9/2020 3:27 PM
21	Did not answer	3/9/2020 3:25 PM
22	Did not answer	3/9/2020 3:22 PM
23	02723	3/9/2020 3:19 PM
24	02761	3/9/2020 3:17 PM
25	02721	3/9/2020 3:13 PM
26	02721	3/9/2020 3:11 PM
27	02721	3/9/2020 3:08 PM
28	02720	3/9/2020 3:04 PM
29	02721	3/9/2020 3:01 PM
30	Did not answer	3/9/2020 2:50 PM
31	02721	3/9/2020 2:48 PM
32	02740	3/9/2020 2:45 PM
33	02720	3/9/2020 2:40 PM
34	02721	3/9/2020 2:37 PM
35	02720	3/9/2020 2:35 PM
36	No answer	3/9/2020 2:32 PM
37	02738	3/9/2020 2:29 PM

38	20009	3/9/2020 2:22 PM
	Currently jobless :(
39		3/6/2020 7:00 PM
40	02721	3/6/2020 4:40 PM
41	02720	3/5/2020 4:04 PM
42	02721	3/5/2020 10:07 AM
43	02720	3/5/2020 7:33 AM
44	02723	3/4/2020 7:48 PM
45	02744, 02903	3/4/2020 7:34 PM
46	02721	3/4/2020 3:00 PM
47	02346	3/4/2020 2:06 PM
48	02722	3/4/2020 1:48 PM
49	01746	3/4/2020 1:38 PM
50	02720	3/4/2020 1:32 PM
51	02721	3/4/2020 1:11 PM
52	02721	3/4/2020 12:06 PM
53	02721	3/4/2020 11:55 AM
54	02021	3/4/2020 11:52 AM
55	02702	3/4/2020 11:48 AM
56	02721	3/4/2020 11:47 AM
57	02721	3/4/2020 11:46 AM
58	02777	3/3/2020 6:18 PM
59	02724	3/3/2020 5:06 PM
60	02721	3/2/2020 11:30 AM
61	02721	3/2/2020 9:54 AM
62	02721	3/1/2020 8:19 AM
63	02721	2/29/2020 10:27 AM
64	02721	2/29/2020 10:01 AM
65	02721	2/28/2020 6:49 PM
66	02721	2/28/2020 2:44 PM
67	02721	2/28/2020 2:13 PM
68	02777	2/28/2020 12:38 PM
69	02720	2/28/2020 10:55 AM
70	02721	2/28/2020 8:07 AM
71	02721	2/28/2020 8:05 AM
72	02721	2/27/2020 10:23 PM
73	02721	2/27/2020 7:44 PM
74	02724	2/27/2020 7:24 PM
75	02721	2/27/2020 6:13 PM

76	02721	2/27/2020 5:33 PM
77	02721	2/27/2020 5:19 PM
78	02721	2/27/2020 4:40 PM
79	02721	2/27/2020 4:29 PM
80	02721	2/27/2020 4:21 PM
81	02720	2/27/2020 4:01 PM
82	02721	2/27/2020 3:58 PM
83	02721	2/27/2020 3:56 PM
84	02721	2/27/2020 3:51 PM
85	02721	2/27/2020 3:49 PM
86	02721	2/27/2020 3:44 PM
87	02721	2/27/2020 3:38 PM
88	02721	2/27/2020 3:30 PM
89	02721	2/27/2020 3:28 PM
90	02721	2/27/2020 3:28 PM
91	02721	2/27/2020 3:26 PM
92	02721	2/27/2020 3:18 PM
93	02721	2/27/2020 3:08 PM
94	02721	2/27/2020 3:07 PM
95	02725	2/26/2020 8:57 PM
96	02717	2/26/2020 2:30 PM
97	02721	2/26/2020 2:30 PM
98	02543	2/26/2020 11:05 AM
99	02744	2/26/2020 10:41 AM
100	02720	2/26/2020 10:21 AM
101	02720	2/25/2020 9:51 PM
102	11205	2/25/2020 9:39 PM
103	02720	2/25/2020 2:26 PM
104	02720	2/20/2020 6:07 PM
105	02726	2/20/2020 12:23 PM
106	02720	2/19/2020 1:45 PM
107	02720	2/19/2020 1:38 PM
108	02720	2/19/2020 1:26 PM

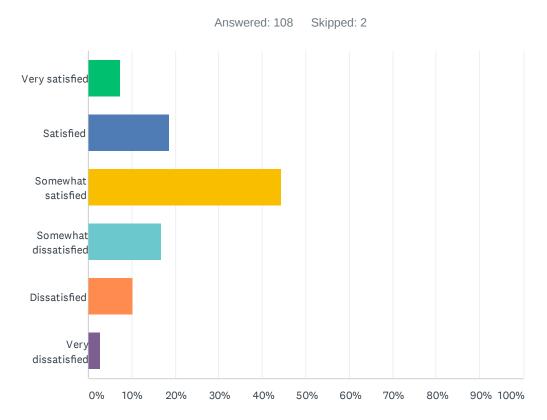
Q3 What brings you to South Main? (check all that apply)



ANSWER CHOICES	RESPONSES	
Live in the area	30.56%	33
Work in the area	53.70%	58
Own a business	7.41%	8
Own property	6.48%	7
Attend event(s)	42.59%	46
Go to restaurants	56.48%	61
Attend religious services	5.56%	6
Patronize businesses (other than restaurants)	29.63%	32
Go to appointments (City Hall, District Court, social services, professional services)	37.04%	40
Other, please specify:	6.48%	7
Total Respondents: 108		

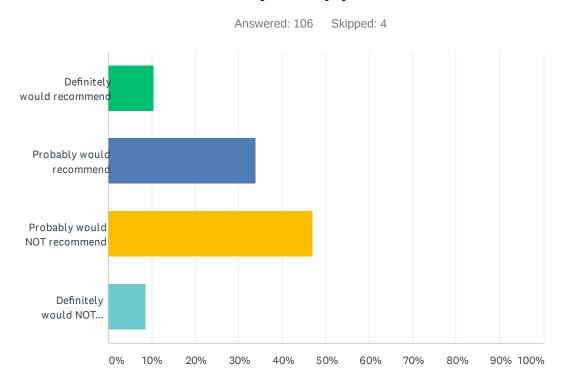
#	OTHER, PLEASE SPECIFY:	DATE
1	Run programs	5/5/2020 10:37 AM
2	Left no comment	3/10/2020 6:53 AM
3	Considering opening a business	3/9/2020 3:20 PM
4	Federal Credit Union	3/9/2020 2:51 PM
5	Family	3/9/2020 2:22 PM
6	Just pass by	3/3/2020 5:07 PM
7	Volunteer work	2/20/2020 6:08 PM

Q4 Overall, how satisfied would you say your experience has been in Downtown Fall River? Are you...



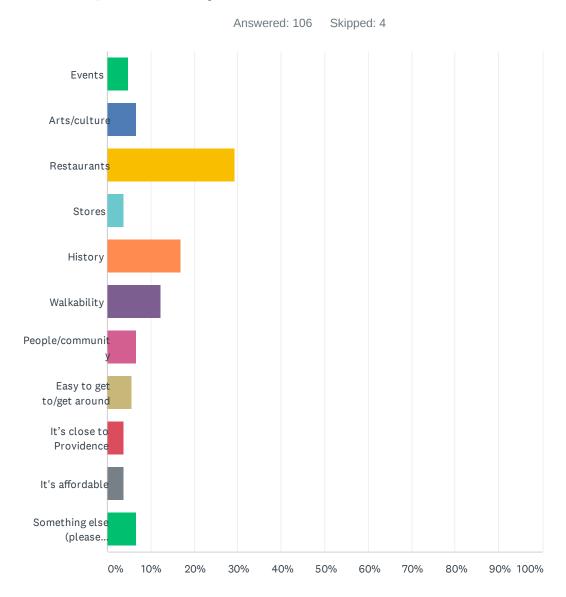
ANSWER CHOICES	RESPONSES	
Very satisfied	7.41%	8
Satisfied	18.52%	20
Somewhat satisfied	44.44%	48
Somewhat dissatisfied	16.67%	18
Dissatisfied	10.19%	11
Very dissatisfied	2.78%	3
TOTAL		108

Q5 How likely are you to recommend Downtown as a good place to live? Would you say you...?



ANSWER CHOICES	RESPONSES	
Definitely would recommend	10.38%	11
Probably would recommend	33.96%	36
Probably would NOT recommend	47.17%	50
Definitely would NOT recommend	8.49%	9
TOTAL		106

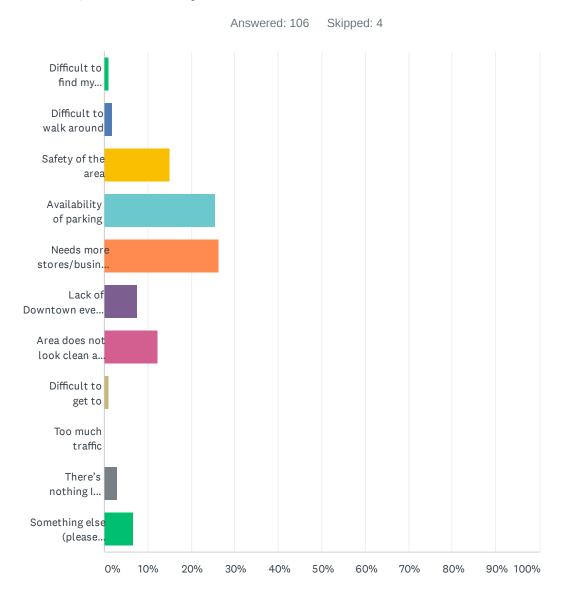
Q6 What do you like most about Downtown?



ANSWER CHOICES	RESPONSES	
Events	4.72%	5
Arts/culture	6.60%	7
Restaurants	29.25%	31
Stores	3.77%	4
History	16.98%	18
Walkability	12.26%	13
People/community	6.60%	7
Easy to get to/get around	5.66%	6
It's close to Providence	3.77%	4
It's affordable	3.77%	4
Something else (please explain)	6.60%	7
TOTAL		106

#	SOMETHING ELSE (PLEASE EXPLAIN)	DATE
1	Easy to use for meetings	5/5/2020 10:40 AM
2	Potential of impact	3/9/2020 3:20 PM
3	It's close to Boston	3/9/2020 2:38 PM
4	Everything	3/9/2020 2:33 PM
5	I work here so I dont have much to say about the other factors	2/28/2020 2:45 PM
6	nothing	2/19/2020 1:39 PM
7	I like the restaurants and events	2/19/2020 1:29 PM

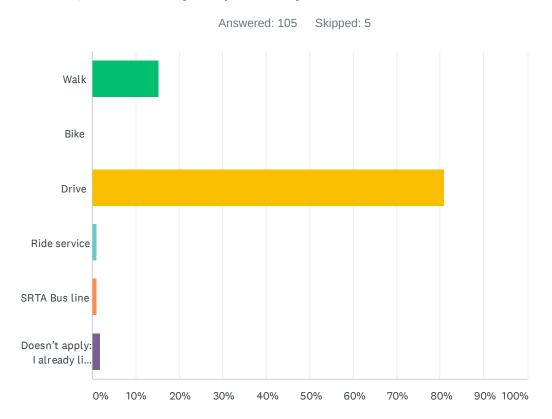
Q7 What do you dislike most about Downtown?



ANSWER CHOICES	RESPONSES	
Difficult to find my destination	0.94%	1
Difficult to walk around	1.89%	2
Safety of the area	15.09%	16
Availability of parking	25.47%	27
Needs more stores/businesses	26.42%	28
Lack of Downtown events and programming	7.55%	8
Area does not look clean and attractive	12.26%	13
Difficult to get to	0.94%	1
Too much traffic	0.00%	0
There's nothing I dislike about Downtown!	2.83%	3
Something else (please explain)	6.60%	7
TOTAL		106

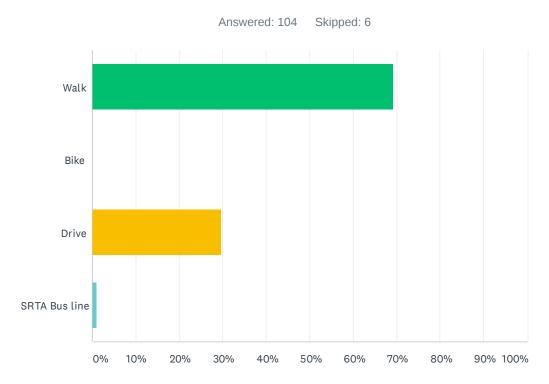
#	SOMETHING ELSE (PLEASE EXPLAIN)	DATE
1	Future site of gentrification	3/9/2020 2:41 PM
2	Needs more stores and businesses (they checked two)	3/9/2020 2:24 PM
3	Not enough places to grab good quick lunches. Not many stores either	3/2/2020 11:31 AM
4	Sketchy people	2/28/2020 6:50 PM
5	nothing really	2/28/2020 8:07 AM
6	crack head everywhere	2/27/2020 6:14 PM
7	limited parking, need more stores/businesses, not attractive, lack of programing (no centralized site to find all the things that are happening in the city)	2/19/2020 1:31 PM

Q8 How do you primarily travel to Downtown?



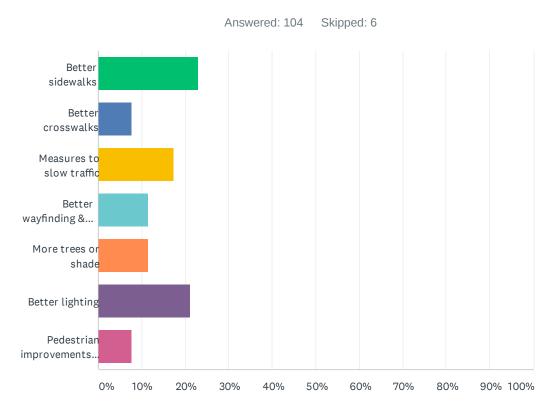
ANSWER CHOICES	RESPONSES	
Walk	15.24%	16
Bike	0.00%	0
Drive	80.95%	85
Ride service	0.95%	1
SRTA Bus line	0.95%	1
Doesn't apply: I already live here	1.90%	2
TOTAL		105

Q9 Once here, how do you primarily get around Downtown?



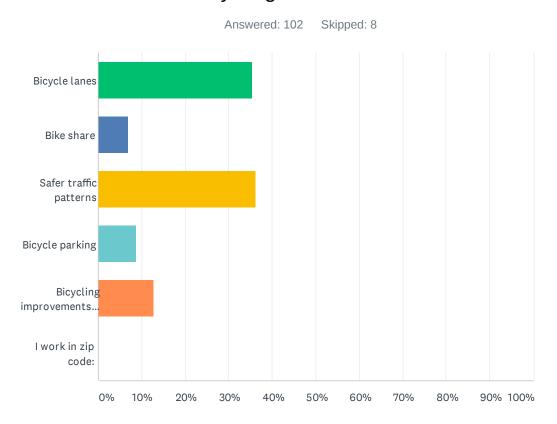
ANSWER CHOICES	RESPONSES	
Walk	69.23%	72
Bike	0.00%	0
Drive	29.81%	31
SRTA Bus line	0.96%	1
TOTAL		104

Q10 What improvement would you most like to see to encourage more walking Downtown?



ANSWER CHOICES	RESPONSES	
Better sidewalks	23.08%	24
Better crosswalks	7.69%	8
Measures to slow traffic	17.31%	18
Better wayfinding & signage	11.54%	12
More trees or shade	11.54%	12
Better lighting	21.15%	22
Pedestrian improvements are not needed Downtown	7.69%	8
TOTAL		104

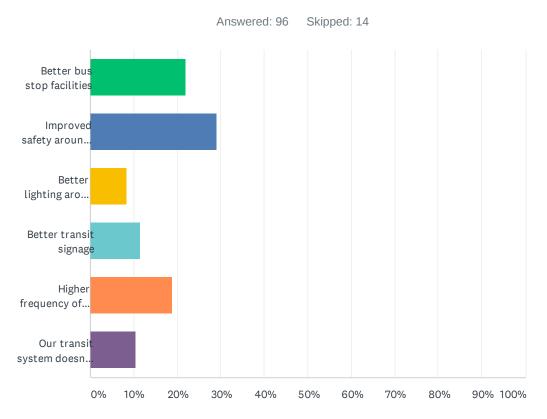
Q11 What improvements would you most like to see to encourage more bicycling Downtown?



ANSWER CHOICES	RESPONSES	
Bicycle lanes	35.29%	36
Bike share	6.86%	7
Safer traffic patterns	36.27%	37
Bicycle parking	8.82%	9
Bicycling improvements are not needed Downtown	12.75%	13
I work in zip code:	0.00%	0
TOTAL		102

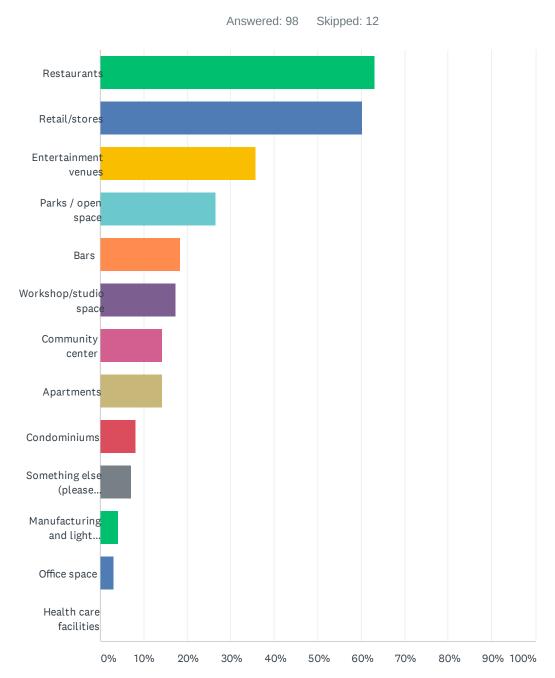
#	I WORK IN ZIP CODE:	DATE
	There are no responses.	

Q12 What improvements would you most like to see to encourage more public transit use?



ANSWER CHOICES	RESPONSES	
Better bus stop facilities	21.88%	21
Improved safety around stops	29.17%	28
Better lighting around stops	8.33%	8
Better transit signage	11.46%	11
Higher frequency of service	18.75%	18
Our transit system doesn't need improvements	10.42%	10
TOTAL		96

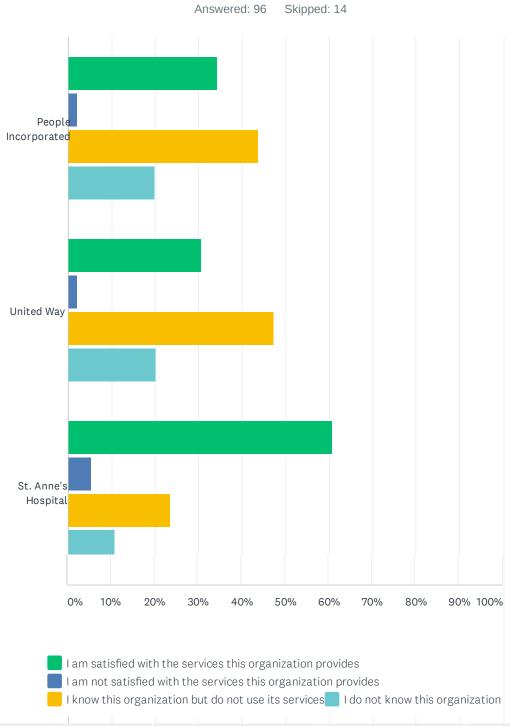
Q13 What types of development would you most like to see more of Downtown?(choose up to three)



ANSWER CHOICES	RESPONSES	
Restaurants	63.27%	62
Retail/stores	60.20%	59
Entertainment venues	35.71%	35
Parks / open space	26.53%	26
Bars	18.37%	18
Workshop/studio space	17.35%	17
Community center	14.29%	14
Apartments	14.29%	14
Condominiums	8.16%	8
Something else (please specify)	7.14%	7
Manufacturing and light industrial	4.08%	4
Office space	3.06%	3
Health care facilities	0.00%	0
Total Respondents: 98		

#	SOMETHING ELSE (PLEASE SPECIFY)	DATE
1	A little bit of all of these	3/10/2020 6:50 AM
2	Cannabis Retail	3/9/2020 3:32 PM
3	Hospitality/Hotels	3/9/2020 3:21 PM
4	Anything that the poor can afford	3/9/2020 2:43 PM
5	delis, cafe's	3/2/2020 11:34 AM
6	better parking for the court house everything on the list is already in the area	2/28/2020 8:09 AM
7	a solution to the parking problem -	2/19/2020 1:35 PM

Q14 For each of the following organizations, please choose one:



	I AM SATISFIED WI THE SERVICES THI ORGANIZATION PROVIDES		I AM NOT SATI WITH THE SER THIS ORGANIZ PROVIDES	RVICES		 IZATION USE ITS		 NOT W THIS ANIZATION	TOTAL
People Incorporated	34	1.38% 33		2.	08% 2	4	3.75% 42	19.79% 19	96
United Way	30	0.53% 29		2.	11% 2	4	7.37% 45	20.00% 19	95
St. Anne's Hospital	60	0.64% 57		5.	32% 5	2	23.40%	10.64% 10	94