

Holyoke TDI workplan summary

Goal	Strategy	Action
Promote Small Business Development	Revitalize High Street as a thriving commercial district and a pipeline for local entrepreneurs	Locate new businesses on High Street that reflect the city, its diversity, and attracts customers locally and from other areas
		Create opportunities for local entrepreneurs to sell direct to consumer through pop-up events and seasonal festivals on activated spaces throughout the District
		Improve access to capital and multilingual technical assistance for existing businesses and entrepreneurs with a focus on formalization (permitting, certifications, records keeping), achieve physical space and grow revenue.
		Provide retail opportunities for small farmers, bakers and other producers through rotating markets.
		Secure access to commercial kitchen space in the District for food startups in the City
	Increase business and property owner engagement to solve problems and increase investment	Improve walkability, wayfinding and public infrastructure along the corridor including reduction of one-way streets, maximizing parking available and adding markers with digital information about the district
Connect businesses to businesses and potentially create a High Street business association		
Establish businesses in the District that serve basic needs and strengthen community ties	Recruit anchor businesses including a supermarket, gym, salon, café, bakery, greenhouse, among others	
Drive Real Estate development	Improve appearance of vacant spaces and tee-up infill development	Clean and temporarily activate vacant lots and empty storefronts
		Establish a property management plan between the City and the Redevelopment Authority using tools at their disposal to bring in new public spaces, businesses and residences.
		Develop strategies to market the redevelopment opportunities to local and regional developers.
		Engage and incentivize property owners to improve or sell their properties and establish design guidelines for redevelopment
Establish High Street as a 15-hour active neighborhood	Develop a vibrant first-floor commercial streetscape through pop-ups, facade improvements, and entrepreneurship development while re-occupying upper floors with residential units	
Energize the Arts, Culture & Placemaking on High Street	Create a strong and welcoming gateway for the downtown from the highway	Improve appearance of entrance to High Street from Highway throughout landscaping, wayfinding and public art.
	Bolster local art and promote placemaking to encourage community ties, walkability and enhance city character.	Create a cultural walk or experience that leverages unique and historic assets while telling the story of the diverse people who live in and around the District
		Increase public programming in parks and other open spaces with activities for all-ages while leveraging existing traditional events such as Holyoke Parade and Fiestas Patronales
		Expand murals Beyond Walls & other public art investments
Bring arts, culture and maker spaces to the District	Create a space to make accessible the arts and maker capacities to hobbyists, small businesses and the community at large	
Build strong Community Engagement and Capacity	Establish a coherent and clear vision of the future to guide High Street redevelopment	Create a resident neighborhood council and a regular convenings of large property owners & businesses in area
		Improve collaboration among diverse cultural and language groups
		Recruit partners and resources who can help address community concerns such as homelessness, drug misuse, crime, gentrification and displacement.
		Organize Community block parties, street dancing, and other programming to bring safe and fun activities into public areas and support resident engagement, with outreach in English and Spanish