Welcome!

to

Orange Massachusetts

the Friendly Town
BY THE NUMBERS...

7,756 - population (2013)
3,522 - labor force (2015)
103.5 - road miles
36.1 - square miles

CHALLENGING NUMBERS...

Unemployment 5.9% (2015) ... above state average
Per capita income $16,894 (2012) ... below state average
Poverty rate 12.9% (2010) ... above state average
Ave. Tax Bill $2,867 (2015) ... state average $5,214
ARTS & CULTURE BASED BUSINESSES

THE DANCE STUDIO

ARENACIVICTHEATRE

QuabbinHarvest

PEAKEXPLorATIONS

TrailHead

Jumpstown™

ORANGEINNOVATIONCENTER

HOMEFRUIT

WINE

97.3FM

WJDF

THEBEST

MUSIC

DEAN'S

BEANS

Grrrr!
ARTS & CULTURE BASED EVENTS

DINNER BY THE RIVER
SATURDAY, SEPTEMBER 13, 2014
RIVERFRONT PARK
EAST RIVER ST. ORANGE

SPRING AWAKENING

Movies in the Park
Part of Third Thursdays in Downtown Orange

River Rat Race

Starry Starry Night
**Downtown Orange Riverfront Revitalization**

**TOP TWELVE LIST**

The following twelve items are areas that the project team has identified as having a high priority and which are relatively feasible in the short term to help jump start the revitalization of Downtown Orange. On the following pages, a brief description is included for each item that lays out action items to be considered as well as suggested funding sources.

- CORE: Focus Town Activities and Events in the Core Area to Support Local Economy/Businesses
- BEAUTIFY: Tactical Urbanism: Storefronts, Street Furniture, Planters, Parklets, Art...
- ALIGN: Align Priorities of Town Departments with Focus on Core Area
- STREETS: Tactical Urbanism: Paint Crosswalks, Bulb-Outs, Parking Lanes, Bike Lanes...
- STABILIZE: Consider Tax Credits and/or Tax Stabilization Programs for Priority Sites
- ROADMAPS: Create "Roadmaps" for Key Sites that Outline Steps and Streamline Process
- UNDERSTAND: Host In-Depth Meetings with Key Stakeholders to Understand Specific Impediments
- WHITEBOX: Work with Existing Owners to Create Code Compliant "Whitebox" Spaces Paired with Low-Rent, Short-Term, Revenue-Based Leases
- FUNDING: Create Database of Applicable Funding Sources with Previous Successes and Failures
- VOLUNTEERS: Identify Point of Contact for Ongoing Volunteer Efforts
- VISION: Emphasize the Vision and Ensure Existing Businesses/Residents Feel Confident in the Future
- HUB: Set Up Website as Hub for Events, Volunteer Efforts and Community Development Opportunities

October 2015

Study by Union Studio

Funded by MassDevelopment
Route 2 Work
A Job Creation Corridor

Total Acres: 382

New Sq.Ft. (gross): 950,000
New Jobs Created: 1,800
Taxable Value: $51 million
(10% increase to existing)

Annual Revenue: +$640,000
(based on $18 tax rate)

(approximations based on full build-out)
Thank You

Orange Massachusetts
the Friendly Town