



MAYOR DAVID J. NARKEWICZ

City of Northampton
Office of the Mayor

210 Main Street Room 12
Northampton, MA 01060-3199
(413) 587-1249 Fax: (413) 587-1275
mayor@northamptonma.gov

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Mayor Narkewicz Announces Picture Main Street Design Approach

NORTHAMPTON - Today, Mayor David J. Narkewicz announced the city's plan to move to the next phase of design for the Picture Main Street project. The Mayor, advised by over a decade of design studies by three independent engineering firms recommending this approach, dozens of public forums and meetings, and most recently a survey with 1,271 respondents, has chosen a three-lane framework for the future design of Main Street.

The plan, known as "Alternative Three" in communications materials relating to the [Picture Main Street Project](#), establishes the broad strokes for a future Main Street design layout and shifts the conversation to the specifics of how this will be realized. Alternative Three provides more space for non-vehicle uses of downtown Northampton. The goal is to ensure a streetscape that supports a successful future for downtown Northampton embracing the economy of tomorrow while supporting existing businesses and users of all kinds.

"I deeply appreciate the input from so many Northampton residents, downtown property and business owners, and other stakeholders," shared Mayor Narkewicz, "I am proud of the level of engagement people brought to this conversation, which upon careful consideration and analysis, led me to conclude that Alternative Three was the logical, data-driven choice. I look forward to the next phase of this discussion where we find consensus on the specifics of what this design framework will contain."

In the recent Picture Main Street survey, 80% of respondents reported that space for new trees and green infrastructure was very important, the highest priority to emerge from the survey, and 70% of respondents supported the three-lane design from Alternative Three.

With Mayor Narkewicz's direction, the city's engineering consultants, Toole Design, are working on adding details to the design to enhance shopping, streetscape, pedestrian, bicycle environments, ensure continued delivery and snow removal access, and adjust traffic signals, which are the pinch points that determine the capacity of vehicles on Main Street.

The next Picture Main Street public forum will be held on June 24, 2021 at 6:00pm, where the next phase of the proposed designs will be presented to the public. More details to follow.

For more information, please contact the Mayor's Office at 413-587-1249 or mayor@northamptonma.gov.