

Fall River TDI District, Downtown

TDI Partnership Workplan Overview

Initially a TDI District in the program's second round, Fall River has received a three-year extension to continue the partnership and its focus on Downtown. As an increasingly active and engaging area that's seeing new development and investment, Fall River's TDI District has historical and cultural significance as a booming regional powerhouse in Massachusetts's Southcoast. The Fall River TDI Program has cultivated new community and organizational capacity to promote the city, provide small business assistance and explore strategies to attract and diversify the downtown retail mix. With a heavy emphasis on arts and culture as an economic driver, the extension period will be an opportunity to connect the TDI work to more community partners throughout the city and focus resources on community capacity building, downtown management and retail incubation.

The outline below combines goals and strategies articulated in the [Downtown Activation Strategy](#) and [Local Rapid Recovery Plan](#) for the Expanded TDI District. The focus areas of the workplan include:

- Physical Environment: The customer experience of the district must be improved
- Business Environment: The district needs a more diverse mix of businesses
- Administrative Capacity: The District needs organizational capacity to sustain revitalization
- Market Information: The district needs more people.

Goal #1 Create more activity through programming and promotion that attracts people to the district

- Strategy #1 Highlight Local Artists through Collaborative Public Art Programs
- Strategy #2 Collaborate with Creative Community to Activate Underused Spaces
- Strategy #3 Build up Seasonal Programming in the District
- Strategy #4 Coordinate Branding and Promotional Strategy

Goal #2 Make downtown more attractive through both public and private realm investments

- Strategy #1 Enable Outdoor Dining, Create Pop-Up Parklets and Improve Existing Parklets
- Strategy #2 Develop a Comprehensive, Cohesive Wayfinding System
- Strategy #3 Initiate a Parking Management Study
- Strategy #4 Implement a Main Street Improvement Project

Goal #3 Facilitate a thriving mix of businesses that is complementary and promotes foot traffic

- Strategy #1 Develop Small Business Support Programming
- Strategy #2 Develop Vacancy Tracking Tool and Tenant Recruitment Strategy
- Strategy #3 Create Vacant Storefront and Retail Incubation Programs
- Strategy #4 Create Incentivizes to Attract New Businesses to Move to the District

Goal #4 Facilitate mixed-use development to build the residential base needed to support businesses

- Strategy #1 Develop Storefront Design Guidelines and Program
- Strategy #2 Facilitate Adaptive Reuse of Real Estate
- Strategy #3 Facilitate Stabilization and Rehabilitation of Vacant and Underused Property

Goal #5 Build Administrative Capacity of the City and Supporting Organizations

- Strategy #1 Facilitate Growth and Increase Organizational Capacity of Lead Partners
- Strategy #2 Lay the Groundwork for a District Management Organization
- Strategy #3 Support Municipal Staff through Technical Assistance and Coordinated Program Delivery