



Bridgewater: Messaging One-Pager

Revitalizing the Heart of Bridgewater: Vision to Reality

Key Messaging Summary

Revitalizing the Heart of Bridgewater: Vision to Reality is an exciting, ambitious initiative identified as a priority in the Town's recently adopted Comprehensive Master Plan that promotes the rehabilitation and redevelopment of downtown. The principle concepts of the initiative include increasing pedestrian safety via infrastructure improvements, and creating opportunities for economic development to achieve broad-based community rejuvenation.

As Bridgewater moves ahead, the town seeks to increase awareness about Vision to Reality by reiterating three central planning themes that shape the vision:

- **Economic Growth and Job Creation.** Bridgewater is working comprehensively to target investments and to drive economic development by supporting and growing existing businesses, attracting new businesses, and fostering a business-friendly environment to restore economic growth and promote local hiring. A critical part of this concept is identifying opportunities to increase pedestrian safety and create a more walkable downtown via infrastructure and streetscape improvements to galvanize the business district and drive diverse retail, restaurants and recreation areas, bringing people back to the community.
- **Cultural and Community Development.** By restoring the vibrancy of Central Square, restoring the old Town Hall, better defining commercial corridors, improving accessibility, providing access to parking, improving lighting, adding signage, making biking safe, and enhancing multi-modal connectivity, the town will restore the vibrancy of downtown, keeping Bridgewater's history and culture alive and luring more diverse events, exhibits, public art, farmers' markets, and festivals that everyone can enjoy. This step will be the gateway to giving Bridgewater a much-needed, much-deserved sense of place.

• **Smart Growth.** Encouraging reinvestment in the community and providing cost effective improvement solutions will allow Bridgewater to capitalize on its underutilized existing spaces. By connecting these places to Central Square with sidewalks and bike lanes, we can make it easier for people to walk, bike, and use future public transportation, which helps reduce traffic and pollution, and improve the overall business climate. It will also be more inviting, encouraging more people to visit and experience the town instead of simply passing through.