

Goal	Strategy	Description of Strategy	Implementation Actions	STATUS Done? In process?	Policy, Program, Plan or Infrastructure Action	Additional Element(s) this Strategy Addresses	Time to Implement (Short, Mid, Long Term)	Estimated Cost (\$, \$\$, \$\$\$, \$\$\$\$)	Existing Implementation Funding Available? (Y/N and Description)	New Strategy or Part of Another Plan? (List Plan)	Lead Department or Stakeholder (moved here from original location and updated)
GOAL #1: Greenfield's natural, cultural and historic resources will be an integral part of the Town's identity with wider recognition and use.	1. Establish a marketing plan for natural, historic, and cultural resources.	The purpose of the marketing plan would be to identify and promote Greenfield's natural, historic, and cultural resources to maximize the appreciation of and use of these resources by local residents and tourists. The plan will include strategies related to institutional support, individual property maintenance and/or protection, and consolidated marketing techniques that will increase recognition of and respect for these resources.	see below	need grant?	Policy	Economic Development	Short (within a year)	\$\$ (\$20,001 - \$100,000)	N	New strategy	Mayor's Office/Economic Development/FCCC
GOAL #1: Greenfield's natural, cultural and historic resources will be an integral part of the Town's identity with wider recognition and use.	1. Establish a marketing plan for natural, historic, and cultural resources.	The purpose of the marketing plan would be to identify and promote Greenfield's natural, historic, and cultural resources to maximize the appreciation of and use of these resources by local residents and tourists. The plan will include strategies related to institutional support, individual property maintenance and/or protection, and consolidated marketing techniques that will increase recognition of and respect for these resources.	Re-establish a Visitor's Center.	need grant?	Policy	Economic Development	Short (within a year)	\$\$ (\$20,001 - \$100,000)	N	New strategy	Mayor's Office/Economic Development/FCCC
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GOAL #2: Residents and visitors of all ages in Greenfield will enjoy various recreational opportunities as a vital contribution to their health and wellbeing.	2. Identify existing and create new year-round recreational facilities that are accessible to all generations in Greenfield.	Identify and maintain existing recreational facilities in Greenfield. Create new recreational opportunities to meet unfulfilled needs. Make sure existing and new recreational resources provide year-round and diversified usage. Make sure these resources are universally accessible and capable of satisfying recreational needs of all generations in Greenfield.	see below	In process-see details	Infrastructure	Public Facilities, Services, and Energy	Mid (2-5 years)	\$\$\$\$ (>\$250,000)	N	2012 Open Space and Recreation Plan	Recreation/Mayor's Office/Planning/Youth Commission
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GOAL #2: Residents and visitors of all ages in Greenfield will enjoy various recreational opportunities as a vital contribution to their health and wellbeing.	2. Identify existing and create new year-round recreational facilities that are accessible to all generations in Greenfield.	Identify and maintain existing recreational facilities in Greenfield. Create new recreational opportunities to meet unfulfilled needs. Make sure existing and new recreational resources provide year-round and diversified usage. Make sure these resources are universally accessible and capable of satisfying recreational needs of all generations in Greenfield.	Continue to upgrade existing parks (In process: Splash Park, Dog Park) (In planning: Highland Pond & Vets Field) (NH added)	In process-see details	Infrastructure	Public Facilities, Services, and Energy	Mid (2-5 years)	\$\$\$\$ (>\$250,000)	N	2027 Open Space and Recreation Plan	Recreation/Mayor's Office/Planning/Youth Commission
GOAL #3: Our natural world and the scenic, rural, and agricultural landscapes will be protected, preserved, and improved to support biodiversity and healthy living in Greenfield.	3. Identify, celebrate, and preserve open space; continuous wildlife habitat and migration corridors; significant view corridors; heritage landscapes, watersheds, wetlands, and rivers; and agricultural land.	Maintain an up-to-date inventory of all natural resources in Greenfield, including open space, wildlife habitat, view corridors, heritage landscape, water resources, and agricultural land. Prioritize the preservation of these resources in all decision-making processes. Foster a culture of celebrating and self-identifying with these valuable resources in Greenfield.	see below	Need grant? plan	Program	Land Use	Long (>5 years)	\$\$\$\$ (>\$250,000)	N	2012 Open Space and Recreation Plan	Planning/Local Land Trusts/FCOG

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GOAL #3: Our natural world and the scenic, rural, and agricultural landscapes will be protected, preserved, and improved to support biodiversity and healthy living in Greenfield.	3. Identify, celebrate, and preserve open space; continuous wildlife habitat and migration corridors; significant view corridors; heritage landscapes, watersheds, wetlands, and rivers; and agricultural land.	Maintain an up-to-date inventory of all natural resources in Greenfield, including open space, wildlife habitat, view corridors, heritage landscape, water resources, and agricultural land. Prioritize the preservation of these resources in all decision-making processes. Foster a culture of celebrating and self-identifying with these valuable resources in Greenfield.	Coordinate with local communities and regional organizations.	Need grant? plan	Program	Land Use	Long (>5 years)	\$\$\$\$ (>\$250,000)	N	2013 Open Space and Recreation Plan	Planning/Local Land Trusts/FRCOG
GOAL #3: Our natural world and the scenic, rural, and agricultural landscapes will be protected, preserved, and improved to support biodiversity and healthy living in Greenfield.	3. Identify, celebrate, and preserve open space; continuous wildlife habitat and migration corridors; significant view corridors; heritage landscapes, watersheds, wetlands, and rivers; and agricultural land.	Maintain an up-to-date inventory of all natural resources in Greenfield, including open space, wildlife habitat, view corridors, heritage landscape, water resources, and agricultural land. Prioritize the preservation of these resources in all decision-making processes. Foster a culture of celebrating and self-identifying with these valuable resources in Greenfield.	Celebrate our agricultural history, explore community agriculture, and foster a balanced food supply in Greenfield.	Need grant? plan	Program	Land Use	Long (>5 years)	\$\$\$\$ (>\$250,000)	N	2014 Open Space and Recreation Plan	Planning/Local Land Trusts/FRCOG
GOAL #3: Our natural world and the scenic, rural, and agricultural landscapes will be protected, preserved, and improved to support biodiversity and healthy living in Greenfield.	3. Identify, celebrate, and preserve open space; continuous wildlife habitat and migration corridors; significant view corridors; heritage landscapes, watersheds, wetlands, and rivers; and agricultural land.	Maintain an up-to-date inventory of all natural resources in Greenfield, including open space, wildlife habitat, view corridors, heritage landscape, water resources, and agricultural land. Prioritize the preservation of these resources in all decision-making processes. Foster a culture of celebrating and self-identifying with these valuable resources in Greenfield.	Enhance storm water management and promote land preservation along rivers to ensure high water quality of our rivers and drinking water.	Need grant? plan	Program	Land Use	Long (>5 years)	\$\$\$\$ (>\$250,000)	N	2015 Open Space and Recreation Plan	Planning/Local Land Trusts/FRCOG
GOAL #3: Our natural world and the scenic, rural, and agricultural landscapes will be protected, preserved, and improved to support biodiversity and healthy living in Greenfield.	4. Review, update, and enforce the Town's Zoning Ordinances and environmental regulations to protect all of the above.	Review the current Zoning Ordinances and existing environmental regulations of Greenfield to make sure they are geared towards protecting the Town's valuable natural resources. Update these regulations in a changing context to address outstanding and emerging preservation issues and meet the Town's long term preservation needs. Strengthen code and law enforcement for successful implementation of preservation actions.	see below	In process?? Planning Board	Policy	Land Use	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	2012 Open Space and Recreation Plan	Planning
GOAL #3: Our natural world and the scenic, rural, and agricultural landscapes will be protected, preserved, and improved to support biodiversity and healthy living in Greenfield.	4. Review, update, and enforce the Town's Zoning Ordinances and environmental regulations to protect all of the above.	Review the current Zoning Ordinances and existing environmental regulations of Greenfield to make sure they are geared towards protecting the Town's valuable natural resources. Update these regulations in a changing context to address outstanding and emerging preservation issues and meet the Town's long term preservation needs. Strengthen code and law enforcement for successful implementation of preservation actions.	Protect our remaining and precious agricultural land in Town through the Agricultural Protection Restriction (APR) and Chapter 61A programs.	In process?? Planning Board	Policy	Land Use	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	2012 Open Space and Recreation Plan	Planning
GOAL #3: Our natural world and the scenic, rural, and agricultural landscapes will be protected, preserved, and improved to support biodiversity and healthy living in Greenfield.	4. Review, update, and enforce the Town's Zoning Ordinances and environmental regulations to protect all of the above.	Review the current Zoning Ordinances and existing environmental regulations of Greenfield to make sure they are geared towards protecting the Town's valuable natural resources. Update these regulations in a changing context to address outstanding and emerging preservation issues and meet the Town's long term preservation needs. Strengthen code and law enforcement for successful implementation of preservation actions.	Explore ordinances to reduce noise and light pollution.	In process?? Planning Board	Policy	Land Use	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	2013 Open Space and Recreation Plan	Planning
GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	5. Create a downtown Cultural Center at the First National Bank to supporting existing activities and create new town-wide events and programs.	A downtown cultural center would provide gathering space for existing and potentially new cultural groups/institutions, performance spaces, and galleries. Locating the center at the First National Bank would ensure the continued use and preservation of a historic property, while bringing more residents and tourists into the downtown area.	Include flexible performance and exhibition space.	In process - forever	Infrastructure	Public Facilities, Services, and Energy; Economic Development; Education	Long (>5 years)	\$\$\$\$ (>\$250,000)	N	New Strategy	Economic Development/GBA
GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	6. Support existing and create new town-wide cultural events through public/private partnerships.	The Town could enhance its cultural attractions through its own investments along with leveraging the capital and other resources of a private entity. This would provide greater public benefit with fewer public funds. The Town could encourage mutually beneficial relationships with private entities through efficient administration and open, transparent communication.	see below	Who-GBA?	Program	Economic Development; Education	Mid (2-5 years)	\$\$ (\$20,001 - \$100,000)	N	New Strategy	Economic Development/GBA
GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	6. Support existing and create new town-wide cultural events through public/private partnerships.	The Town could enhance its cultural attractions through its own investments along with leveraging the capital and other resources of a private entity. This would provide greater public benefit with fewer public funds. The Town could encourage mutually beneficial relationships with private entities through efficient administration and open, transparent communication.	Streamline permits, licensing, and zoning processes for creative enterprises.	Who-GBA?	Program	Economic Development; Education	Mid (2-5 years)	\$\$ (\$20,001 - \$100,000)	N	New Strategy	Economic Development/GBA

GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	6. Support existing and create new town-wide cultural events through public/private partnerships.	The Town could enhance its cultural attractions through its own investments along with leveraging the capital and other resources of a private entity. This would provide greater public benefit with fewer public funds. The Town could encourage mutually beneficial relationships with private entities through efficient administration and open, transparent communication.	Encourage café style outdoor seating.	Who-GBA?	Program	Economic Development ; Education	Mid (2-5 years)	\$\$ (\$20,001 - \$100,000)	N	New Strategy	Economic Development/ GBA
GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	6. Support existing and create new town-wide cultural events through public/private partnerships.	The Town could enhance its cultural attractions through its own investments along with leveraging the capital and other resources of a private entity. This would provide greater public benefit with fewer public funds. The Town could encourage mutually beneficial relationships with private entities through efficient administration and open, transparent communication.	Encourage the presence of food trucks downtown.	Who-GBA?	Program	Economic Development ; Education	Mid (2-5 years)	\$\$ (\$20,001 - \$100,000)	N	New Strategy	Economic Development/ GBA
GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	7. Apply for Cultural District designation from the Mass Cultural Council.	The Cultural Districts Initiative is a program of the Massachusetts Cultural Council that was launched in April 2011. There are currently 17 Designated Cultural Districts in Massachusetts, none of which are located in the Town. Designation can foster local cultural development by attracting artists and cultural enterprises, tourists, and private investment into a specific geographic area with an existing concentration of cultural facilities. Added benefits of the program may include the preservation and reuse of historic buildings and the enhancement of property values.	see below	In process	Program	Economic Development	Short (within a year)	\$ (under \$20,000)	N	New Strategy	GBA/ Economic Development/ CDC/Historic Commission/ Mayor's Office;
GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	7. Apply for Cultural District designation from the Mass Cultural Council.	The Cultural Districts Initiative is a program of the Massachusetts Cultural Council that was launched in April 2011. There are currently 17 Designated Cultural Districts in Massachusetts, none of which are located in the Town. Designation can foster local cultural development by attracting artists and cultural enterprises, tourists, and private investment into a specific geographic area with an existing concentration of cultural facilities. Added benefits of the program may include the preservation and reuse of historic buildings and the enhancement of property values.	Expand museum offerings and exhibitions.	In process	Program	Economic Development	Short (within a year)	\$ (under \$20,000)	N	New Strategy	GBA/ Economic Development/ CDC/Historic Commission/ Mayor's Office;
GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	7. Apply for Cultural District designation from the Mass Cultural Council.	The Cultural Districts Initiative is a program of the Massachusetts Cultural Council that was launched in April 2011. There are currently 17 Designated Cultural Districts in Massachusetts, none of which are located in the Town. Designation can foster local cultural development by attracting artists and cultural enterprises, tourists, and private investment into a specific geographic area with an existing concentration of cultural facilities. Added benefits of the program may include the preservation and reuse of historic buildings and the enhancement of property values.	Foster the creation of a Children's Museum.	In process	Program	Economic Development	Short (within a year)	\$ (under \$20,000)	N	New Strategy	GBA/ Economic Development/ CDC/Historic Commission/ Mayor's Office;
GOAL #4: Greenfield's cultural life will be encouraged, expanded, and better promoted, with more established town-wide events.	7. Apply for Cultural District designation from the Mass Cultural Council.	The Cultural Districts Initiative is a program of the Massachusetts Cultural Council that was launched in April 2011. There are currently 17 Designated Cultural Districts in Massachusetts, none of which are located in the Town. Designation can foster local cultural development by attracting artists and cultural enterprises, tourists, and private investment into a specific geographic area with an existing concentration of cultural facilities. Added benefits of the program may include the preservation and reuse of historic buildings and the enhancement of property values.	Celebrate Greenfield's History.	In process	Program	Economic Development	Short (within a year)	\$ (under \$20,000)	N	New Strategy	GBA/ Economic Development/ CDC/Historic Commission/ Mayor's Office;
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	see below	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100.001 - \$250,000)	N	New Strategy	Planning/Historical Commission
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	Ensure the Historical Commission's recommendations regarding protection and preservation ordinances are enacted and carried out.	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100.001 - \$250,000)	N	New Strategy	Planning/Historical Commission
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	Revitalize the Historic Commission with better marketing materials both online and in print, and develop an independent website including digital historic building inventory to increase citizens' knowledge and interest.	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100.001 - \$250,000)	N	New Strategy	Planning/Historical Commission

GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	Explore increasing demolition delay time.	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	New Strategy	Planning/Historical Commission
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	Create and/or promote financial incentive programs to preserve historic facades.	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	New Strategy	Planning/Historical Commission
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	Institute residential and commercial historic plaque program.	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	New Strategy	Planning/Historical Commission
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	Foster linkage between the Town and its many historic museums and organizations.	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	New Strategy	Planning/Historical Commission
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	Identify and preserve historic landscapes and view corridors.	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	New Strategy	Planning/Historical Commission
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	8. Develop and implement a plan for historic preservation that includes creative reuse of historic buildings, the creation of local historic districts, and the nomination of additional National Register historic districts and individual properties.	A formal historic preservation plan would enable the Town to define an overall vision for the protection of its historic resources. This plan would identify the needs and proposed solutions of existing efforts as well as provide the policy direction for Town-led preservation efforts in the long-term.	Research designation as a Main Street Community or incorporate National Main Street Center principles (National Main Street Center: www.preservationnation.org).	need grant? plan	Plan	Economic Development	Mid (2-5 years)	\$\$\$ (\$100,001 - \$250,000)	N	New Strategy	Planning/Historical Commission
GOAL #5: The historic resources in Greenfield (historic buildings/areas, archaeological sites, and heritage landscapes) will be preserved and protected.	9. Support the passage of the Community Preservation Act.	The Massachusetts Legislature passed the Community Preservation Act (CPA) in 2000. Local adoption of the CPA would enable the Town to create a dedicated fund for the preservation of historic resources and open spaces, the purchase and creation of new outdoor recreational facilities, and the development of affordable housing. Funding for these activities typically includes a voter-authorized surcharge on local property tax bills of up to 3 percent and annual distributions from the state's Community Preservation Trust Fund.		Who take lead? SGIC?	Policy	Housing	Short (within a year)	\$ (under \$20,000)	N	New Strategy	Mayor's Office/Town Council/SGIC