

Woburn Redevelopment Authority
Minutes for August 8, 2017 Meeting
In the Council Committee Room
10 Common Street, Woburn, MA

✓ APPROVED

Chairman Queenin called the August 8, 2017 Woburn Redevelopment Authority meeting to order at 5:00 p.m.

1. Roll Call of Members

Mr. Art Duffy, Mr. Gary Fuller and Chairman Queenin were present; Mr. Dave Ryan and Mr. Wayne McDaniel were absent. Additionally, WRA Administrator Tina Cassidy and City Planner/Grant Writer Dan Orr were in attendance.

2. Approval of Minutes April 25, 2017

Mr. Art Duffer moved to approve the aforementioned minutes;
Mr. Gary Fuller seconded;
Motion carried 3-0-0.

3. Bills to be Paid

None to report.

4. Monthly Financial Report

Administrator Cassidy reported that the monthly financial report balance is \$82,182.42 and clarified all of the account items listed.

Mr. Gary Fuller moved to approve the financial report;
Mr. Fuller seconded;
Motion carried 3-0-0.

5. Correspondence

None to report.

6. Update to Storefront Sign Program Scope

City Planner/Grant Writer Orr stated that since disseminating the new sign program materials there have not been any new formal applications.

Chairman Queenin inquired about the status of the WRA's press release on the advertisement for the new program.

Administrator Cassidy stated that a press release is being finalized and staff will plan to send for publication in the coming weeks. Staff is working with the City Solicitor to finalize facade loan agreement document specifically so that the entire administrative piece of the program will be in place prior to advertising the release of funding.

Administrator Cassidy offered to send the draft press release document to the WRA for final review prior to publishing before then next meeting.

Chairman Queenin stated that he would recommend including references to the success of the first phase of the sign program by reflecting both the number of sign applicants funded and the total amount of funding awarded.

Chairman Queenin further stated that it would be helpful to market the various projects downtown, including meters and the Main Street parking lot, in a holistic fashion.

Mr. Gary Fuller stated that he agreed that it is important for the WRA to advertise this program in concert with other ongoing downtown-enhancing activities and development projects.

Ms. Heather Maguire stated that she is willing to share the press release on the Woburn Business Association website to help communicate to local businesses.

Mr. Gary Fuller inquired as to whether there is any updated status of the Montvale Avenue development project. Administrator Cassidy responded that any issues relative to abutting property owners have been resolved to her understanding.

7. Update on Downtown Parking

Mr. Gary Fuller described the updates on the final design of the downtown parking lot, which was presented to and approved by the City Council as to obtain a municipal special permit. Although the precise traffic flow design may be tweaked, the Council was positive about the plan and was mostly concerned with aesthetic considerations.

Planning Director Cassidy described the process that would need to occur to make sure that the parking lot process construction process proceeds. It now must be formally placed into a state-level bidding process, with anticipation that final bids will be received by mid-to-late September and construction to begin in Spring 2018.

Mr. Art Duffy stated the believes the Council was very responsive to this project and is on-board.

Planning Director Cassidy provided an overview of the different types of design features that could be incorporated at the "face" of the downtown parking lot, such as street furniture, a bus shelter, sheltered pay station, or welcoming kiosk/signage. This could potentially incorporate the Woburn-centric design schemes that were developed during the Wayfinding Committee meetings.

Mr. Gary Fuller stated that it would be helpful to incorporate a map of downtown Woburn, possibly incorporating historical landmarks.

Chairman Queenin inquired as to whether the presence of bus stop may impact the long-term parking at the Main Street parking lot. It will be important to promote short-term parking to the business community and the City Council as much as possible.

Wayfinding

Administrator Cassidy provided an update on the design of the downtown design wayfinding statewide grant project. The final report and favored designs/color scheme, which was the culmination of a series of Wayfinding Committee meetings, has been provided by Mark Favermann and distributed to WRA members for review.

Administrator Cassidy further stated that the next step would be for the Authority to determine their preferences in terms of specific signage that they would like to pursue and then to identify potential funding sources for procurement.

Chairman Queenin stated that it would be helpful to have some sort of “tiered scheduling,” where there is a sense of the pricing of downtown projects depending on the preferred scale and location. With that in mind, the Authority have a better sense of the impacts that the project will have in different parts of the city.

Chairman Queenin stated that Woburn Center should be the priority of implementing the Wayfinding program results.

Planning Director Cassidy stated that she would endeavor to provide an update by the time of the next meeting relative to a potential scope and preliminary estimate of a “Phase 1” wayfinding project.

Mayor Galvin joined the meeting.

Upcoming Meetings

Chairman Queenin stated that the WRA meeting will be held on September 26, 2017.

Mr. Gary Fuller stated that he will endeavor to hold another Downtown Parking subcommittee in September.

Administrator Cassidy stated that she would reach out to the WRA to arrange a Downtown Parking subcommittee meeting in early-to-mid September.

Other Business

Mr. Gary Fuller stated that the Authority should address or discuss an approach to enhance the Main Street pocket park in order to make it more presentable. However, it should not take the form of another water feature due to the required maintenance.

Planning Director Cassidy stated that it would be important to engage various businesses and or vendors for their ideas. Improved landscaping and use as outdoor dining space are ways in which it could be better activated.

Chairman Queenin stated that in terms of downtown parking, it will be important for the Council to address parking regulations to discourage extensive long-term parking.

Mayor Galvin stated that is a component of the planning process with the City Council that will be discussed as part of the downtown metering process.

Chairman Queenin offered his appreciation to Ms. Heather Maguire, representative for the Woburn Business Association, for attending the meeting and expressing interest in working with the WRA.

Ms. Maguire stated that lately she has been trying to re-establish relationships with WBA members and to use the organization as a vehicle to benefit the entire community in partnership with the WRA.

Chairman Queenin stated that he welcomes the effort to ensure that business community in the downtown core of Woburn in particular is engaged in the WRA's efforts.

8. Adjourn

Seeing no further business, Chairman Queenin called for a motion to adjourn.

Mr. Gary Fuller moved to adjourn the meeting at 5:27 p.m.;
Mr. Art Duffy seconded;
Motion carried 3-0-0.

Respectfully submitted,



Dan Orr
City Planner/Grant Writer