

APPENDIX 1: NOTES FROM THE BFDC MAIN STREET STEERING COMMITTEE KICK-OFF MEETING 07.02.07

IN ATTENDANCE

Sallie Riggs, BFDC Executive Director
 John Harding, BFDC President
 Coreen Moore, Town Planner
 Tom Guerino, Town Administrator
 Wes Ewell, BFDC and LCP Committee
 Sarah Korjeff, Cape Cod Commission Representative
 Marie Oliva, Chamber of Commerce Executive Director
 Ted Brovitz, Scott Collard, and Stephen Plunkard from Stantec

DISCUSSION HIGHLIGHTS

- Need to revise the project area boundaries to include the area around the bridge and Route 25.
- The plan needs to **build off of existing anchors** such as the Cape Cod Canal and trail, Railroad Bridge, National Marine Life Center, Massachusetts Maritime Academy, Chamber of Commerce (former train station), Town Hall, Community Center, etc.
- The first study failed due to constraints of reality and focus on retail development. This study should go beyond retail and be more creative and far reaching in terms of new development and redevelopment. **Encourage “why not” thinking.**
- Need to increase the outreach to the business community. Very little was done in the previous study. Previous report did not take into account the traffic flow quantities.
- The Cecil Group study in 2004 emphasized connecting to the canal. The premise of the report was that perceived impediments to development are the reason why the town fails to flourish.
- Examples of **model small villages** for comparison to Buzzards Bay include Northampton MA., Bethesda MD, Greenport and Canandaigua NY.
- Consider designation of a “**life styles center**” with multiple themes including mixed uses, grocery store, shops and restaurants, and R&D, entertainment, recreation, and professional offices. The town needs a “big idea”
- Concept must include an **intermodal transportation** facility and expanded transit service.
- Target local residents and the travel market with a live/work theme.
- **Deterrents to redevelopment** and new development in the downtown area are wastewater capacity limitations, extensive floodplain/velocity

- zones in certain parts of Main Street, dual permitting requirements between the Town and CCC, the Buzzards Bay Bypass, and existing ownership patterns with small lots and lack of investment.
- Many of the properties are vacant or dilapidated.
 - The town is **reaching build-out** but there are several redevelopment opportunities in the downtown area.
 - The committee desires a conceptual redevelopment plan with mixed uses (commercial and residential) with compact and pedestrian oriented development projects. They would like to incorporate the principles of **Smart Growth** in the conceptual design.
 - **Recreate downtown** with new zoning, different traffic patterns, greater density, and new infrastructure.
 - Downtown should serve as a **civic center** as well as a destination for marine education, research and development, entertainment, and recreation. It should be inviting to local residents and visitors alike.
 - The conceptual redevelopment plan should illustrate a full range of alternatives including commercial (retail, restaurant, and personal services), professional offices, entertainment, hospitality, and recreation, and other uses that fit the community. The concept plan should **not be constrained by traditional architecture.**
 - Downtown should be **unique and different** from other places.
 - Need to review goals of the new **Local Comprehensive Plan.**
 - Need to get Vinnie Micheinzi involved as a major property owner on Main Street and significant redevelopment plans.
 - Need to **change the perception** of locals that Buzzards Bay is not a major focal point for high potential business development.
 - A large portion of the downtown area, particularly on the west end is in the **Floodplain/Velocity Zone** which may significantly deter or alter the designs for new development and existing building rehabilitation. Need to review the ongoing Floodplain Development Study by Kate Kennan, Landscape Architect. This project is being funded by a smart growth technology resource grant.
 - The **sewer system** is pumped to the Town and Wareham through a series of grinder pumps and is reaching its permitted capacity. There is an agreement with Wareham for 200,000 gpd. This limitation is holding up redevelopment plans in the downtown area. Tigne & Bond is currently working with the Town to identify other alternatives for wastewater treatment including a new groundwater discharge plant off the Scenic Highway near the new middle school site.
 - The newly adopted **Local Comprehensive Plan** addresses downtown redevelopment, stormwater, and transportation issues. The LCP is very supportive of redevelopment and revitalization of the Buzzards Bay

Village and should be used as a foundation for a comprehensive Development Agreement with the Cape Cod Commission. A **Growth Incentive Zone Designation** is sought by the Cape Cod Commission. A GIZ designation will take approximately 18 months.

- BBVA is working with Stimson Associates on the designs for the new **Bridge Park**. Preliminary drawings have been completed but funding is uncertain.
- The **National Marine Life Center** has great potential as a draw for locals and visitors to downtown. The currently lease the building from the town adjacent to Bridge Park. The building and parking area behind the building are deteriorated and uninviting to visitors. They are working with an architect on plans for a new building and site plan that would include upgraded parking and a terrace with a children's playground. The National Marine Life Center Science Discovery Center is intended to be a draw to downtown. The site is owned by the town with a lease to the NMLC. A portion of the site is designated as a brownfield. David McLean (a local architect) is working with NMLC on new plans for the building and grounds.
- The **Massachusetts Maritime Academy** is the only 4-year college on Cape Cod and offers bachelors and masters degrees. There are currently 1,200 students attending MMA and a new dormitory has recently been completed. Continuing education programs have also been expanded recently and are drawing more local and regional residents. There is also a license renewal program that draws in merchant marines from around the country. The **wind turbine** on campus generates all of the power needs of the institution and excess power is sold back to the grid. The turbine has become a local landmark. MMA has the potential to be a large draw for research and development facilities and a major anchor and customer base for the downtown area.
- There are only limited connections to the **Cape Cod Canal and trail** from Main Street including Bridge Park and the new Perry Avenue Walkway which is under construction. There are also some dirt roads on town-owned conservation land behind the Post office but this is not well marked and mostly forested area without facilities. The Canal and trail are a major tourist draw and more and better access needs to be made from the downtown area.
- **Taylor Point Marina** is a draw to the downtown area. However, the marina is fairly tight and shallow. Large power boats can access but sailing boats can not because of insufficient depths. There are limited facilities at the marina and trailer parking, especially associated with the boat launch, is very limited.
- **Higher density mixed use** is desired for the downtown including a mix of residential, research and development, professional office, civic, retail and other compatible uses. The emphasis should not be on retail development. Taller buildings are needed in order to provide residents

and office occupants with views of the Cape Cod Canal and Buzzards Bay.

- The **transportation study** conducted by Wes Ewell has a great deal of information that will be useful for the downtown concept plan. The BFCDD will be bringing the plan before the Selectmen for adoption by the town.
- Need to make significant changes to the bypass. It should be come "**North Main Street**" and include attractive streetscapes, sidewalks and bike lanes.
- There are significant retail limitations in Buzzards Bay Village
- Downtown is **not a traditional Cape Cod Village** and should not be treated as such in terms of density and design. It should provide for larger buildings and different yet compatible architectural styles. Some guidance in terms of architectural design should be considered in the vision plan.
- There are few or no limitations in terms of conceptual ideas for redevelopment of the downtown area.
- There is **widespread support for change** in Buzzards Bay but will have to build a consensus around the redevelopment concepts.
- The **Canal Crossway Public Trails** is a town-owned property behind the Post Office that was acquired for public recreation using CRA funds.
- Vinnie Michenzi is a key player and the largest property owner in the west side.
- The fall **Scallop Festival** is a very successful draw to Main Street and must be further promoted and used as a vehicle for new investment in downtown.
- A **marketing campaign** is needed and the selectmen need to buy into it to address infrastructure issues, build the vision and gain public support.