



TOWN OF BRIDGEWATER, MASSACHUSETTS MASTER PLAN COMMITTEE

FINAL MINUTES: DEC. 14, 2017

Members Present ✓ Tom Hall ✓ Carlton D. Hunt TBD

Guests: Micheal Dutton, Town Manager; Donald Gotshalk, Business owner; Lisa Lundin, Business Owner; Kevin Mandeville, OSC; David Moore, citizen; Thomas OConnor, BSU; Frank Sousa, Town Council, District 7.

The December 14, 2017 MPC meeting was called to order at 3:00 PM in Academy Building Rm 201A.

The 11/09/2017 minutes were approved with no changes. Motion passed (2,0)

Public Comment

The attending citizens spoke to their concerns about traffic and public safety in the downtown area. Mr. Gotshalk provided a handout (attached) detailing his concerns and suggesting a possible traffic management concept. Specific concerns included parking and pedestrian crossing from the parking areas at Cumberland Farms to businesses on the East side of Broad Street. Mr. Gotshalk also indicated business in that area may be interest in providing funding to help the manage public safety.

The MPC then took up its agenda and held a robust, interactive discussion of a Downtown Revitalization Work Break Down Structure (WBS) developed by the MPC Chair

New Business

1) Downtown Revitalization

- i. Workplan –Chair Hunt spoke about the WBS (Attached) which is based on the three Bridgewater downtown revitalization and a traffic flow study undertaken since 2014.. The Chair provided the attendees with links to these three reports:

1. <https://www.bridgewaterma.org/documentcenter/view/333> (2014)
2. <https://www.bridgewaterma.org/DocumentCenter/Home/View/1031> (2015)
3. <https://www.bridgewaterma.org/documentcenter/view/1456> (2017).

Tasks undertaken and completed were highlighted. These include rezoning of the Central Business District for mixed use and the 2017 Complete Streets effort that led to a grant application to the Department of Transportation (DOT) for reconfiguration of downtown for safety purposes (approval pending).

The Chair indicated MPC has recommended the Town Manager form an *ad hoc* advisory committee (5 to 7 members with relevant technical expertise and interest) to assist with the Town's revitalization and specifically traffic concept decision making. The Town Manager indicated willingness to appoint said committee in the very near future. The initial charge will be to develop a scope of services for a traffic-reconfiguration feasibility study as suggested by the MPC. Chair Hunt will meet with Mr. Dutton to define membership qualifications.



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Considering the growing list of Central Square reconfiguration ideas and continued urgency to address the traffic situation, the MPC's request for feasibility study is the next logical step in downtown revitalization to address the can-and-cannot do actions regarding traffic flow.

A guest noted the town has not completed a comprehensive Town-wide traffic assessment since the late 20th century (Note: document 2 above includes a downtown traffic study conducted in 2015 by the Old Colony Planning Council). The discussion noted the high cost of such a study but also that understanding how traffic flow into and through the Town is essential before addressing traffic pattern changes. Town Manager Dutton noted traffic patterns are driven by both internal and external factors, hence, regional factors are also important.

A discussion of funding led to a consensus that the Town Manager would work with the Town Council to provide an appropriation in the FY19 Town Budget for an outside consultant or firm to conduct the suggested feasibility study. The discussion also advocated funding a Town wide traffic study to support the feasibility study; such funding was noted as problematic as it could be to expensive.

It was concluded that the *ad hoc* committee would also be charged with defining the goals and objectives of such a study and addressing funding. Financial resources from sourced from regional organizations (e.g., OCPC, South Coast Rail Project), local entities including BSU, the Town, and business owners, and DOT were suggested. The objective will be to gather sufficient information in the FY19 budget cycle to guide the Town Council feasibility study.

ii. Parking Fee – The Town Manager reported that effort would be postponed until the spring/early summer 2019.

iii. Formation of downtown revitalization implementation committee – See above notes.

2) Zoning.

i. The Town Manager referred the MPC to the Assistant Town Manager for an updated on the inclusionary zoning ordinance status.

ii. The subdivision ordinance revision is scheduled for finalization in January 2018.

3) Housing Production Plan Completion – The plan is in Town Council Committee review. Three 40B projects are at various procedural stages under the ZBA: Duxburrow off Curve Street, Viva apartment complex at the Claremont Property, and a recent application at the Corner of Pleasant and Burrill Ave. The status of a previously permitted project is in review as the permit period has apparently expired.

4) Ordinances

i. Sign ordinance revisions are on hold. Chair Hunt noted the Town has applied for a Branding and Wayfinding Technical Assistance grant. Town Manager Dutton suggested that the timing may be right to advance the sign ordinance revision. Chair



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Hunt indicated he would review the current and previous sign ordinance drafts and brief the Town Manager on their status.

5) Dam Safety

- i. High Street Dam: Chair Hunt reported the State plans to hold a public briefing in January as they, their consultant, and dam owner are still working on the report.
 - ii. Carver's Pond: The engineering design is in Phase II, reviews by the State's Department of Dam safety.
- 6) Status of hiring a Planner – The Town Manager indicated an offer will be made soon. The person will focus on zoning and planning activities. Economic development will become a focus area for the Town Manager.

No further discussion or actions were identified. The meeting adjourned at 4:20 PM.

The next meeting is scheduled for January 11, 2018 @ 3PM, Room 201B, Academy Building.

Signed electronically

Submitted by Carlton D. Hunt, Ph.D.

MPC Chair



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Attachment 1 Downtown Revitalization Work Breakdown Structure

Bridgewater Downtown Revitalization Work Plan	Start Date	End Date	Duration	% Complete	Status	Deliverable	Assigned to
1. Zoning	01/01/16	06/30/16					
1.1. Zoning changes:	01/01/16	06/30/16		1	Complete		CED, PB
1.1.1.Address CBD Zoning Cecil Group Recommendations:	01/01/16	03/30/16	89	100	Complete		CED, PB
1.1.2.Mixed use zoning	03/30/16	06/30/16	92	100	Complete	Yes	CED, PB
1.2. Design Standards				0			
1.2.1. Establish Workgroup	11/15/17	12/31/17	46	0	Not started		CED, Town Manager
1.2.1.1. Review current design standards	01/02/18	01/31/18	29	0	Not started		Workgroup
1.2.1.2. Review negotiated development concept	01/02/18	01/31/18	29	0	Not started		Workgroup
1.2.1.3. Evaluate Gateway Districts' design	01/02/18	01/31/18	29	0	Not started		Workgroup
1.2.2.Draft Design Standards (Deliverable)	02/01/18	02/28/18	27	0	Not started	Yes	CED, PB
1.2.2.1. Public and committee/board review	03/15/18	03/31/18	16	0	Not started		PB
1.2.3. Final Standards (Deliverable)	04/15/18	04/16/18	1	0	Not started	Yes	PB
1.2.3.1. Town Council Action	04/16/18	04/20/18	4	0	Not started	Yes	Town Council
1.2.3.1.1. Public Hearings (Deliverable)	04/20/18	04/30/18	10	0	Not started	Yes	Town Council
1.2.3.1.2. Acceptance (Deliverable)	05/01/18	05/30/18	29	0	Not started	Yes	Town Council
1.3. c.40R program							
1.3.1. Area of Concentrated Development Eligibility Study Report	12/30/16	01/31/17	32	100	Complete	Yes	Consultant
1.3.2.State comments (Deliverable) Received	02/01/17	04/17/17	75	100	Complete	Yes	State
1.3.3.Address State Comments (Deliverable)	04/18/17	05/04/17	16	0	Abandoned	Yes	CED
1.3.4. Submit ACD application (Deliverable)	05/05/17	05/05/17	0	0	Abandoned	Yes	CED
1.3.5.Implement the Program	05/08/17	02/02/18	270	0	Abandoned		CED, PB
2. Branding and Marketing	11/01/17	10/01/18	334	0			



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2.1 Branding				0			
2.1.1 MPI Grant Application	11/15/17	11/30/17	15	0	Complete	Yes	CED< Town Manager
2.1.2 Grant Award	12/29/17	01/15/18	17		Pending		State
2.1.3 Contract Branding Company (Deliverable)	01/01/18	01/17/18	16	0	Not started	Yes	Town Manager
2.1.4 Public Meetings (Deliverable)	01/18/18	02/15/18	28	0	Not started	Yes	Consultant, CED
2.1.5 Draft Designs	02/16/18	04/20/18	63	0	Not started	Yes	
2.1.5.1 Concepts (Deliverable)	02/16/18	03/23/18	35	0	Not started	Yes	Consultant
2.1.5.2 Review	03/26/18	04/20/18	25	0	Not started		CED, +?
2.1.6 Final Design	04/23/18	06/19/18	57	0	Not started	Yes	Consultant
2.1.6.1 Design Report and Recommendations (Deliverable)	04/23/18	05/25/18	32	0	Not started	Yes	Consultant
2.1.6.2 Draft Ordinance (Deliverable)	05/28/18	06/19/18	22	0	Not started	Yes	CED
2.1.7 Town Council Approval	06/20/18	08/14/18	55	0	Not started	Yes	Town Council
2.1.8 Implementation Plan (Deliverable)	11/29/17	03/30/20	852	0	Not started	Yes	CED
2.1.9 Implementation	11/29/17	03/30/20	852	0	Not started		??
2.1.9.1 Signage	08/16/18	08/21/19	370		Not started	Yes	??
2.1.9.2 Wayfinding	11/29/17	03/30/20	852	0	Not started	yes	??
2.1.10 Façade	11/29/17	03/30/20	852	0	Not started		
2.1.10.1 Aesthetic Improvement Program	01/02/18	03/30/18	87	0	In progress		BIA, Town
2.1.10.1.1 CDBG Grant	01/03/18	07/31/18	209		Not started	Yes	CED
2.1.10.1.2 Trim Trees in Central Sq.	11/29/17	01/02/18	34	0	Complete	Yes	BIA
2.1.10.1.3 Repair Curbs and weed control	01/03/18	12/31/18	362	0	In progress	Yes	CED, Highway
2.1.10.1.4 Strengthen granite and pipe fencing on Common	01/03/18	01/03/19	365	0	Not started		CED, Highway
2.1.11. Financial Support	01/03/18	12/31/18	362	0	Not started		CED
2.2. Market Assessment							
2.2.1. Research and analysis	01/04/16	07/29/16	207	1	Complete		
2.2.2 Market Assessment	01/04/16	07/29/16	207	100	Complete	Yes	CED, OCPC
2.2.2. Implementation	11/15/17	08/31/18	289	0	Not started		
2.2.2.1. Form Advisory Committee	11/15/17	12/28/17	43	0	Not started		Town Manager
2.2.2.2 TBD see actions from report	02/01/18	08/31/18	211	0	Not started		CED



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2.2.2.3 Marketing Plan and Materials	02/01/18	08/31/18	211	0	Not started	Yes	CED, Consultant
2.2.2.3.1 Plan	02/01/18	05/31/18	119	0	Not started	Yes	CED, Consultant
2.2.2.3.2 Materials	05/31/18	08/31/18	92	0	Not started	Yes	CED, Consultant
2.3. Street Scope			0	0	Not started		CED
2.3.1. Build Program			0	0	Not started		CED
2.3.2. Popup Program			0	0	Not started		CED
3. Parking and Circulation							
3.1. Form Advisory Committee	11/15/17	12/29/17	44		Not started		Town Manager
3.2. Traffic/Public Safety							
3.2.1. Complete Streets	01/17/17	11/30/19	1047				
3.2.1.1. Tier 2 MADOT/CS Study Grant Complete	01/01/17	09/30/17	272		Complete	Yes	CED, Consultant
3.2.1.1.1. Application Complete	01/14/17	01/21/17	7		Complete	Yes	CED, Consultant
3.2.1.1.2. Grant Funding (\$50K) and Town (\$20K)	03/01/17	03/15/17	14		Complete	Yes	CED, Consultant
3.2.1.1.3. Report (Finalized Sept. 2017)	03/15/17	09/15/17	184		Complete	Yes	CED, Consultant
3.2.1.1.4. Project Prioritization (Completed Sept 2017)	08/24/17	09/24/17	31		Complete	Yes	CED, Consultant
3.2.1.2. Tier 3 Grant Funding Application	09/01/17	12/29/17	119		Complete	Yes	CED, Consultant
3.2.1.2.1 Submitted (Deliverable)	09/01/17	09/15/17	14		Complete	Yes	CED, Consultant
3.2.1.2.2 Awarded	10/30/17	12/29/17	60		Pending		State
3.2.1.2.1. Central Square - Reconstruction Project			0		Not started		Town Manager
3.2.1.2.1.1. Specifications development	11/15/17	12/29/17	44		Not started	Yes	CED, CSIC; Town Man
3.2.1.2.1.2. Design RFP	12/30/17	02/28/18	60		Not started	Yes	CED, Town Manager
3.2.1.2.1.3. Proposals review and award	03/01/18	03/31/18	30		Not started	Yes	CEC, Town Manager
3.2.1.2.1.4. Design	04/01/18	11/30/18	243		Not started		Consultant
3.2.1.2.1.4.1. 25%	04/01/18	06/01/18	61		Not started	Yes	Consultant
3.2.1.2.1.4.2. 50%	06/02/18	07/31/18	59		Not started	Yes	Consultant
3.2.1.2.1.4.3. 90%	08/01/18	09/30/18	60		Not started	Yes	Consultant
3.2.1.2.1.4.4. Final	10/01/18	11/30/18	60		Not started	Yes	Consultant
3.2.1.2.1.5. Construction RFP	12/15/18	01/31/19	47		Not started		Town Manager



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3.2.1.2.1.6. Proposal Reviews and award	02/01/19	03/31/19	58		Not started	Yes	Town Manager, Highwa
3.2.1.2.1.7. Construction	04/01/19	11/30/19	243		Not started	Yes	Contractor
3.2.2. Central Square Traffic Improvements							
3.2.2.1. Form Ad Hoc Support Committee	12/15/17	12/31/17	16		Not started		Town Manager
3.2.2.2. Review Assessments	01/10/18	02/10/18	31		Not started	Yes	CED;CSIC;
3.2.2.3. Recommendations	02/24/18	02/26/18	2		Not started	Yes	CED; CSIC;
3.2.2.4 Commission Traffic Reconfiguration Feasibility Study	02/16/18	06/15/18	119		Not started	Yes	Town Manager
3.2.3. Implementation							
3.2.3.1. TBD			0		Not started		Contractor
3.3. Utilities Assessment	01/02/18	12/31/18	363		Not started	Yes	
3.3.1. Water and sewer			0		Not started		
3.3.1.1. Options assessment			0		Not started	Yes	CED; CSIC
3.3.1.1.1. Condition and locations			0		Not started		Water and Sewer Depart
3.3.1.1.2. Upgrade plan			0		Not started	Yes	Water and Sewer Depart
3.3.1.2. Contracting			0		Not started	Yes	Town Manager
3.3.1.3. Installation			0		Not started	Yes	Contractor
3.3.2. Electrical			0		Not started		
3.3.2.1. Town Hall Service			0		Not started		
3.3.2.1.1. Assess separating Building and Street Light service			0		Not started	Yes	Town Manager, Inspect
3.3.2.1.2. Design separate services			0		Not started	Yes	TBD
3.3.2.1.3. Install Services			0		Not started		TBD
3.3.2.1.3.1. Contracting			0		Not started		Town Manager
3.3.2.1.3.2. Installation			0		Not started		Contractor
3.3.2.2. Electrical Services to Central Square			0		Not started		
3.3.2.2.1. Options assessment			0		Not started	Yes	CED; Inspectional Serv
3.3.2.2.1.1. Underground Installation			0		Not started		CED, Utilities
3.3.2.2.1.2. Relocate poles behind buildings			0		Not started		CED, Utilities



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3.3.2.2.2. Upgrade plan			0		Not started	Yes	CED, Utilities
3.3.2.2.3. Installation			0		Not started	Yes	Utilities, Contractor
3.3.3. Gas Delivery			0		Not started		
3.3.4. Draft Recommendation Report			0		Not started	Yes	CED; Inspectional Serv
3.3.4.1. Department/Public review and comments			0		Not started	Yes	CED
3.3.4.2. Final Recommendation Report			0		Not started	Yes	
4. Town-wide build out analysis			0				
4.1. Zoning review					In progress		
4.1.1. Funding approval – TC	07/01/17	12/31/17	183	25	In progress	Yes	Town Council
4.1.2. Contracting	01/02/18	01/31/18	29	0	Not started		Town Manager
4.1.2.1. RFP	12/15/17	01/05/18	21	0	Not started		Town Manager
4.1.2.2. Proposals	01/05/18	01/25/18	20	0	Not started		Contractors
4.1.2.3. Award	01/31/18	01/31/18	0	0	Not started		Town Manager
4.1.3. Draft update and revisions	02/01/18	05/31/18	119	0	Not started		Contractor/ PB, CED
4.1.3.1. Recommendations and Draft Revision	06/01/18	06/30/18	29	0	Not started		Contractor
4.1.3.1.1 Review and Comment	06/01/18	06/30/18	29	0	Not started		CED, PB, MPC, etc
4.1.3.1.2 Public Meetings	06/10/18	06/20/18	10		Not started		PB, Contractor
4.1.3.2. Final Revisions	07/02/18	09/28/18	88	0	Not started		Contractor
4.1.3.1 Committee reviews	06/01/18	07/15/18	44		Not started		PB, MPC, CONCOM, e
4.1.4. Planning Board and TC Acceptance	09/01/18	11/15/18	75	0	Not started		PB, TC
4.1.4.1 PB Hearings	10/01/18	10/15/18	14		Not started		PB
4.1.4.2 Town Council Hearings	10/01/18	10/15/18	14		Not started		TC
4.2. Alternative development scenarios	01/02/18	12/31/18	363	0	Not started		CED



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Attachment 2. Citizens Handout

PUBLIC SAFETY IN DOWNTOWN BRIDGEWATER Now is the time to make something happen to prevent the accidental death of one of our town citizens. The Town of Bridgewater needs to review all the past development and traffic studies. Part of solving this problem should involve encouraging private investment to Bridgewater Center. This should include Broad Street to High Street. This letter zeros in on that area. Questions that need to be explored: 1. Are there private developers, right now, willing to participate financially in projects that will benefit both downtown development and the value of their investments? 2. A traffic study is needed that encompasses a much wider area than just the downtown. Recently one of Chateau Jeweler employees was nearly run over crossing over Broad Street from Cumberland Farms rear exit/entrance to the Gotshalk Building. Richard Allen (Chateau Jeweler owner) had asked that I try to inquire about a proper crosswalk. Senior citizens, who are a substantial core of his business, that park autos in the common area spaces at Cumberland Farms find it most challenging to cross Broad Street. Academy Building employees told me that this scenario is similar all over the Central Business District. It is a challenge for them to cross all streets from anywhere in the town center. Part of their job is fetching files at the old Town Hall. The placement of a new stop sign at the town center intersection might prove to be like a Band-Aid trying to solve a major life-threatening problem. It is fair to say most citizens of Bridgewater will agree that pedestrian auto and truck access through Bridgewater Center is so dangerous that a very tragic accident will happen sooner than later. The town center has had a record number of vehicle accidents and damage to the Central Square Common over this past year. Recent discussion with the Town managers and employees indicated private investment interest is evolving now. It concerns Broad Street from Main Street to the commuter rail tracks and beyond to High Street. The ex Friendly Ice cream property has a "for sale" sign for the first time. Properties abutting it on both sides of Broad Street were recently purchased. Cumberland Farms is in the midst of substantial investment in their property. Perkins Foundry property is up for sale. A new laundry Mart has replaced a gas station. The Greyhound Tavern (The ex "Larry's Lunch" "Tony's Café) is under new ownership and a substantial renovation for a December opening. The town is having another round of town Code violations at 4 to 16 Broad Street. This is the corner double Bill Board property at the intersection lights welcoming visitors to the Bridgewater Historical district? These recent positive and negative scenarios should spark the interest of all. The town should attempt to get ahead of the curve of development that will evolve now. The town should consider the Eminent Domain taking of 4 to 16 Broad Street, similar to what happened recently in West Bridgewater Center. What would follow would be the restructure of the intersection at the corner of routes 28,18 and 104, Main Street and Broad Street. There is State and town history of trying to accomplish this many times in the past. Funding a project of this size can be the major obstacle, but the following suggested negotiations have a chance of making it happen.



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