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Redevelopment Board Minutes 01/14/2008

Arlington Redevelopment Board
Minutes of January 14, 2008

Members Present: Christopher Loreti
Edward Tsoi
Roland Chaput
Bruce Fitzsimmons

Also Present: Kevin J. O'Brien

Vice Chair Chris Loreti called the meeting to order at 7:05 and began a discussion about the commercial revitalization program and the storefront improvement program. The Board finalized the language on the brochure which will be used to publicize the program and will highlight the storefront improvement program. The Board also finalized a flyer that can be included in other people's mailings that may advertise a related program such as a business improvement loan. Finally the Board agreed on a press release that could be used to introduce the program to the public.

Kevin O'Brien and Bruce Fitzsimmons explained that the Chamber of Commerce wanted to have a breakfast meeting in late February. It was decided that the press release should be distributed before the meeting and mention the meeting. The ARB should be prepared to present its program at that meeting.

The Board next discussed the process of providing sign design help. It was determined to contact a few other architects to have some options. It was also decided to not offer design help to more businesses until after the publicity and Chamber meeting in order to let all businesses who are interested have the chance to apply. There was some discussion about how to decide which businesses should get the service if many apply. Chris Loreti felt that businesses should not be given the assistance without obligating themselves to put up a new sign. He agreed to write some questions that applicants can answer to give the Board information to help it decide who gets the limited assistance that is available.

It was thought that the ARB should go to a Selectmen's meeting after the Chamber meeting to enlist the support of the Selectmen to generate public awareness of the program.

Chris Loreti then asked the Board members what issues they wanted to cover in upcoming meetings. Roly Chaput wanted to make sure the Board kept planning dialog issues first on the agenda. Bruce Fitzsimmons reminded the Board that commercial revitalization was greater than just storefront improvement and wanted to make sure that the Board moved on to other aspects of revitalization. Ed Tsoi wanted the Board to make the most of existing parking by getting agreements with owners of private lots to let the public use them in off hours. Chris Loreti wanted to make sure the Sign Sense book was updated and perhaps a draft could be done by January 28. Roly Chaput added that the situation at Sunrise regarding Heights businesses employee parking should be remedied and that we should continue to look into better use of the MBTA lot in the Heights.

The meeting adjourned at 9:35.

Respectfully submitted,
Kevin J. O'Brien