

APPENDIX 2: BUZZARDS BAY DOWNTOWN PUBLIC VISIONING & DESIGN WORKSHOP

BACKGROUND

The Bourne Financial Development Corporation (BFDC) hosted community design workshops on July 24 through 26, 2007 at the Bourne Community Center on Main Street in Buzzards Bay. BFDC sought public participation for the conceptual design and future development of the Buzzards Bay Downtown Area. These workshops were facilitated by BFDC's consulting team, Stantec Planning and Landscape Architecture, P.C.

Public participation is an integral part of the planning and design process for the Buzzards Bay Downtown Area. The public design workshops included formal and informal interviews with BFDC board members, town staff and public officials, the Main Street Steering Committee, local civic organizations, key stakeholders, and interested citizens who wanted to be involved in creating a vision and conceptual redevelopment plans for the downtown area.

The Stantec team conducted this three-day public design workshop to define the community's vision for the future of the Downtown Buzzards Bay Project Area. The workshop was used to identify and illustrate opportunities for property rehabilitation and redevelopment, new development, filling market niches, infrastructure improvements, waterfront recreation and other amenities, neighborhood connections, roadway access improvements, and streetscape enhancements.

In order to facilitate broad public participation, the Stantec team held public workshop hours in Buzzards Bay and was available for individual interviews or group sessions according to the following schedule and location:

- Tuesday, July 24 – 9 AM to 4 PM – Community Center
- Wednesday, July 25 – 9 AM to 9 PM – Community Center
- Thursday, July 26 – 9 AM to 2 PM – Community Center

The design workshop was highly interactive and informal. The Stantec team assisted participants in developing their vision in an open process. A series of base maps, aerial views, recent plans, and photos was available on site and used to identify specific locations for short- and long-term projects. Participants had the opportunity to work one-on-one with Stantec team members to create drawings, graphics, and illustrations for various public and private improvements throughout the district.

At the conclusion of the design workshop, the Stantec team presented the overall and individual concept plans developed during the week at a public meeting with the BFDC Main Street Steering Committee and Buzzards Bay community on Thursday, July 26 from 4:30 to 6 PM at the Beachmoor Inn and Restaurant.

The goal of the design workshop was to collaboratively formulate land development scenarios and concepts based on the education, research, and site analysis described above. BFDC strongly values public input and encouraged broad participation by local citizens, public officials, and other stakeholders in the Buzzards Bay development process.

The design workshop was also used to determine the community's desired scale, composition, and character of redevelopment and renovation/reuse projects in the downtown area. The results of public input through the workshops were integrated into the overall conceptual redevelopment plan for Downtown Buzzards Bay.

WORKSHOP ATTENDEES AND INTERVIEWS*

Glenn Galusha
 Barry Motta (Superintendent, Upper Cape Cod Technical High School)
 Tom Moccia (President BBVA)
 Liz Dean (Sovereign Bank)
 Bill Locke (Former business owner and new resident of Pocasset)
 Wesley Ewell (BFDC, LCP Committee)
 Jerry & Phyllis Ingersoll (Panhandle Property Owners)
 Linda Zuern (Town of Bourne Board of Selectmen)
 Donna Sprague (Lilly-Belle Floral)
 George Slade
 Omer Dumais (Tighe & Bond)
 Christopher Farrell (Bourne Police Department, Planning Board)
 Coreen Moore (Town of Bourne Planner)
 Patricia Houde (Bourne Council on Aging)
 Brian Moore (National Marine Life Center)
 Katie Touhey (Cape Cod Stranding Network)
 Stephen Mealy (Town of Bourne)
 Roland Dupont (BBVA, former selectman)
 Marie Oliva (CCCRCC Director)
 John Harding (BFDC President)
 Sallie Riggs (BFDC Executive Director)
 Tom Guerino (Town of Bourne Administrator)
 David Mathison
 Roger Laporte (Town of Bourne Building Inspector)
 John Ford (Town of Bourne Board of Selectmen and former Police Chief)
 Eric Heinrich
 Jeff Beals (TD Banknorth)
 Tim Willmoit (Sr. Warden at St. Peters Church)
 George Trubean
 Rick Gurnon (Mass. Maritime Academy, BFDC)
 Barbara Gormon

Bill Moore
 Jeff Luce (BBVA, NSTAR)
 Steve Ballantine (Bourne Conservation Trust)
 Jim Kise
 Judy and Jim Conron (Town of Bourne Board of Selectmen)
 Glen Dory (Superintendent of BBWD)
 Kerry Horman
 Dan Doucette (Bourne Planning Board and Fire Dept.)
 Vinnie Micheinzi (Local property owner and developer)
 Terry (Bourne Housing Authority)
 Michelle Ford (BFDC & BFOC)
 Stephen Mealy (Town of Bourne Board of Selectmen)

* Several others attended but were not identified

PUBLIC COMMENTS AND SUGGESTIONS

General Comments, Views, and Observations

- 150,000 visitors into Buzzards Bay for various attractions.¹
- Change, but make it for the citizens.
- Need to make the town a destination point.
- Town has limited funds - it won't raise taxes but will pay for open space.
- No information is provided to visitors.
- There are a few successful retail businesses on Main Street such as Sail World, which draws customers from all over the northeast.
- Shopping will not be a major draw in downtown Buzzards Bay; residents can go to Wareham or Plymouth between exits 4 and 9 and get all the merchandize they need.
- Businesses in town do not compel residents.
- NMLC rehab hospital and educational facility is a major asset in Buzzards Bay and something to build from.
- Mass. Maritime Academy is the largest institution of its kind in the county and largest employer in the town, having gone from 600 to 1,200 in the last 5 years. They have made \$50 million in capital improvements on campus over the last 10 years.
- Students at MMA are very busy and don't have much free time. The poor conditions of Buzzards Bay are a deterrent to recruitment because there are so few maritime academies. However, there are good opportunities to capture the student market.
- Lead with the positive assets and initiatives in Buzzards Bay; not negatives but "challenges."
- Need new people moving into town to stimulate the local economy.

¹ The Executive Director of the Cape Cod Canal Chamber of Commerce estimates that there are approximately 50,000 attending the annual Scallop Festival, 3,000 at the Concerts in the Park, and 27,000 at the Visitor Center.

- Some people don't want any changes.
- There's a large local population that doesn't use Buzzards Bay and has very little reason to come here. They have found other town centers to rely on.
- People don't want to pay for revitalization.
- What has worked in other communities, and can it apply to Buzzards Bay?
- Tourism is important.
- Embarrassed about Buzzards Bay.
- There are similarities between Buzzards Bay and Scituate, which has made a comeback. MBTA service has brought quality development in downtown Scituate.
- Town departments are not addressing downtown issues.
- Need to take advantage of retiring boomers.
- Development is going to happen, it's a matter of control and who's going to benefit.

Development, Redevelopment, and Revitalization Issues and Opportunities

- Downtown needs dramatic changes and extensive redevelopment.
- A private investor has acquired several key properties and could be a major developer.
- The old bike shop owned by Vinnie Costa at the end of Main Street needs to be redeveloped.
- Have linked properties to reduce development.
- Redevelopment has to be done in phases.
- Identify the big ideas but need small incremental steps.
- The community is interested in retaining local buildings and architecture such as the old hotel and the bank building.
- The town has recently adopted a demolition delay ordinance, which may help preserve important historic buildings.
- Buzzards Bay redevelopment initiatives should be modeled after Greenport, NY (on Long Island).
- Need a dry cleaners and other basic services².
- The small dilapidated building behind the Patterson building on Wallace St. is owned by the town and considered a historic structure. It was the site of the first women's auxiliary fire department in the country and should be preserved.
- The old Buzzards Bay Bank building (occupied by Sunnyside Café) is an important historic building and should be preserved.
- The Buzzards Bay Antique Center is an historic building (the former Buzzards Bay Hotel). The building is in poor condition and not properly maintained. It should be rehabilitated and preserved.

² It should be noted that Buzzards Bay Village currently has a dry cleaner

- The town should purchase the seafood warehouse off Perry Street for public open space.
- Need a small grocery like Peterson's Market, Dennis Public Market, or Bay Colony.
- Business signs are ugly and in poor condition. Need to be replaced and upgraded.
- We need to encourage broad rehabilitation; tax stabilization agreements are needed.
- Encourage people to build and improve the tax base.
- Need to expand child care services and affordable housing downtown.
- The National Marine Life Center should be major anchor for downtown, a global leader for education, and expanded into a full rehabilitation campus working with MMA, Tuft, Harvard, and others.
- Several downtown landlords are holding up new investment.
- Large, higher-density development needed.
- Town has no money and will need to work with private developers to make redevelopment happen.
- The Cape Cod Commission holds things up in terms of development and should have jurisdiction over Buzzards Bay.
- Need more restaurants.
- Need shops that rent roller blades, bikes, etc. to use on the trail.
- Landlords not responsive to downtown needs – expensive rents without any support or maintenance.
- Approximately 75% absentee landlords is a major issue.
- Height restrictions have been a major deterrent to development. There are spectacular views of the canal and bay that need to be allowed with planned development.
- Business community prefers 3½ story buildings while landlords prefer 5 to 6 stories.
- Downtown needs a boat basin to allow transient and pleasure boats to stop in Buzzards Bay off the canal.
- Work more with the MMA – involve them in revitalization, parking and research facilities.
- Restaurants are a supporting enterprise, not a main draw. There has to be a serious and major attraction to bring a steady flow of people off the highway and from the surrounding area, such as:
 - A public golf course (maybe even a 9-hole course), or at the very least a driving range with a miniature golf course.
 - A small amusement park with a roller coaster or merry-go-round (similar to Nantasket Beach years ago).
 - A historic ship or vessel to be turned into a floating museum – the Nantucket lightship, the USS Salem, etc.
- The Federal Government (GSA) is looking to dispose of the Cleveland Ledge light – obtain that, transport it to downtown, and turn it into a lighthouse museum.
- Since the highway opened up, what has happened to the downtown area is exactly what happened to many towns along Route 66. (investigate

- which towns along that route have survived being cut off by the highway and flourished, and what they did to get people back into town).
- Instead of fighting Canalside Commons or the housing project that's proposed on the other side of the bridge, offer to work with the developer and put all the shops that were originally proposed right in the heart of downtown.
 - Get rid of some of the ugly used furniture stores. Let's be real: they are not antique stores, they are used/second-hand furniture stores. Real antiquing is done in SW Mass., NW Connecticut, and the Outer Cape. An online search at Antiquing.com has *nothing* listed for Bourne.

Safety and Maintenance

- Police presence is very important for downtown revitalization.
- Perception is reality in downtown, but perception is worse than reality in Buzzards Bay.
- Police Department in Bourne has been very supportive; the new chief has to be involved with downtown revitalization efforts.
- Buzzards Bay does not have bad homeless or crime problems.
- Lighting is important.
- DPW needs to do a better job maintaining streets.
- Remove broken down cars in downtown and improve enforcement.
- Remove junk shops on Cohasset Avenue.
- Something needs to be done about how the downtown looks. Half the stores are vacant and many others look terrible.
- Get the business owners together to clean the place up. It looks trashy, and who wants to go to a place that's trashy?

Infrastructure Challenges and Possible Solutions

- Infrastructure needs to be in place to get the investment.
- Wastewater system has to be done in order for new development to occur.
- Utilize the students at Upper Cape Tech in public projects to reduce cost and get next generation involved in their community. Programs such as turf management, electrical woodworking, metals, and culinary arts could be very helpful.
- Infrastructure improvements should be done all at once (wastewater, electric wires, streetscape, and parking).
- Run passenger service from the Cape and possibly connect to the MBTA commuter line in Middleboro.
- Direct bus service from Harwich and Falmouth to Green Airport in Providence could change travel patterns onto the Cape and benefit Buzzards Bay.
- Main Street Bypass needs to be improved.
- Eliminate both rotaries.

- WIFI is needed downtown.
- Relocate or bury overhead utilities (like Falmouth).
- The BBWD needs new public water well developed; the current sources are at or near capacity.
- Public sewerage is the #1 issue for Buzzards Bay and the town.
- Public/private partnerships to address the sewage issues (e.g., package treatment plants) may be the interim solution.
- Existing sewer lines will have to be replaced.
- The Mass Maritime Academy has a package treatment plant on campus that could be upgraded and take in the Taylor's Point neighborhood.
- The town's parking regulations date back to 1937 and are not adequate to support a vibrant mixed-use downtown (no parking after 10 PM and no overnight parking).
- Grinder pumps are deteriorating at the pump station behind the fire department on Main Street.
- Stormwater is separated and low flow fixtures are encouraged.
- MBTA needs a lot with 1,300 parking spaces (8 acres or 8 stories) in downtown to support commuter rail service.
- Train service could be a real asset but it will take years and requires money that nobody has.
- The Main Street Bypass needs to integrate pedestrian and bicycle amenities.

Public Amenities and Activities

- Recreate the Main Street Bypass. Likes the UPenn concept for a boulevard treatment.
- Use the railroad bridge for bicycle and pedestrian access/connection – should be “the Eye of London.”
- Want new waterfront at Taylor's Point (Town Marina) like Newport.
- Buzzards Bay should be a recreation destination; we need to define draws.
- An electronic scroll board should be installed at the park to identify ships/trains going through or over the canal.
- The 3-Mile View Walkway off Perry Street will be finished by the end of August.
- The Bridge Park concept calls for an intergenerational year-round park with boating, canoes, kayaks, an ice rink, and possibly a carousel. It could also include a large screen for televising sporting events and other park activities.
- The Cape Cod Central Railroad runs the dinner train out of Hyannis. They would like to acquire the rights to operate the bridge and tracks over the canal, which are currently operated by the Old Colony Railroad.
- The state appropriated additional funds several years ago for the streetscape and lighting project to extend from Harrison Ave. to Belmont Circle. However, the funding was not released under the Romney administration and will hopefully be released by the new administration.

- The Cape Cod Commission has a transportation mitigation fund that could possibly be used for street improvements in Buzzards Bay.
- Create a pocket park at the southwest corner of St. Wallace St. and Cohasset Ave.
- The Annual Scallop Festival is an enormous success but outgrowing Bridge Park.
- Bring more events to Main St. such as a farmers' market.
- There are no good public directional signs to welcome visitors.
- Water features in the park would be an attraction.
- Outdoor dining with tables in the sidewalks would be a draw (like Hyannis).
- Remove bump-outs and widen sidewalks where possible.
- We need a farmer's market at the park.³
- Need to finish streetscape work between Harrison Avenue and Belmont Circle.
- The Cohasset Narrows Bridge needs to be attractive with bike lanes, sidewalks, and ornamental lighting on both sides.
- Improve visual and physical access to the canal.
- Need regular events happening (e.g., the Father's Day Car Show in Hyannis).
- Have a bicycle race in the center of town with two days of racing (e.g., Longjo in Fitchburg), which would bring all sorts of teams to the area; a criterion (short circuit sprint) would take up only a few blocks.
- Host a cyclocross race in the winter to draw more people downtown in the off season.
- Hold a major fishing competition over the course of a weekend.
- Possible events could include a road race (running) or a barbecue competition.
- Once there are some real events and attractions downtown, get some signage up on the highway and at the rest area notifying people about the events and attractions.

Natural Resources and Constraints

- Have to get public wastewater system throughout Buzzards Bay and town. The bay is deteriorating because of pollution from private septic systems.
- Town not meeting MTROD loading standards.
- Floodplain and velocity zone covers a lot of downtown.

³ It should be noted that there is an infrequent and seasonal farmers' market