

TOWN OF STOW
LOWER VILLAGE REVITALIZATION SUBCOMMITTEE

Minutes of the December 6, 2018 Lower Village Revitalization Subcommittee Meeting

Members Present: Megan Birch-McMichael, Jonathan Bransfield, Tom Farnsworth, Jen Gero, Jim Salvie

Discussion of Meeting Minutes

Minutes of October 11, 2018

Jen Gero moved to approve the minutes as written.

Tom Farnsworth seconded.

VOTED: 4-0 Unanimously in favor (Megan Birch-McMichael, Jonathan Bransfield, Jen Gero, Tom Farnsworth –Yea; Jim Salvie abstained).

Public Input

None.

Member Updates

None.

Review Draft Business District Assessment and Market Analysis

The Lower Village Revitalization Subcommittee reviewed the draft Business District Assessment and Market Analysis. Peg Barringer, of FinePoint Associates will present the report to the Planning Board at their meeting of December 11th.

The Committee discussed the Business and Property Owner satisfaction analysis, noting that a key challenge was identified as the lack of access to a public water supply.

The Committee discussed the section on consumer patterns and preference, which explicitly states that residents report 90% of their annual restaurant spending is outside of Stow. Relating this to the trade area delineation and sales leakage analysis, the Committee agreed that locating eating and drinking establishments in Lower Village is a priority. Jesse Steadman described additional reasoning for prioritizing restaurants in Lower Village, including their effect as anchor businesses in shopping plazas and positive impact on property values and declining vacancy rates.

The Committee broadly discussed the steps needed to address water in Lower Village. The conversation included which stakeholders may need to be involved, where potential land is to host a well, and how the selection of a site will change potential build outs of parcels along the south side of Great Road in the district.

Meeting Adjourned.

Respectfully Submitted,
Valerie Oorthuys