

DESIGN COMMENTS

APRIL 4, 2013 Downtown Business Focus Group

(Transcribed with minimal editing.)

- Uniform/unified look
 - Awnings
 - Storefronts
- Need an increase in public maintenance
 - Public areas
- Have light pole flowers
 - Need watering
 - ? spigots
- Rules re: outdoor furniture
 - liberalization
- Beautify telephone poles
 - ? remove them
- Add Bike racks
 - Be bike friendly
- Maps/signs – directions to stores, etc.
 - Interactive kiosks
- Music outside
- Community garden or other attraction(s)
 - To attract people to downtown
- Unified evening lighting/light poles/posts
- Façade revitalization
 - Landlord involvement
 - ? subsidy
- Allow/ have consistent/scheduled community events
 - To attract people downtown
 - Close off street(s)

DESIGN COMMENTS (cont'd)

- Charleston, S. Carolina/Memorial Drive examples
- Street performers
- Outdoor pianos (“Keys to Our City”)
- Promote Use of Common
 - Farmers Market
- Electric car plug-ins
- “Don’t forget the Heights”
- Make downtown Safe/Youth friendly
 - Group friendly
 - ? police
- Wider sidewalks
- Narrower sidewalks
 - But repaired/maintained
- Outdoor tables and chairs
 - Liberalize regulations
- Have more attractive planters
 - Too big
 - Not maintained
- Have more art/sculpture
- Allow more liberal signage
- More use of space and lots for town events
 - Common
- More visible crosswalks
 - Safety concerns
 - More attractive/aesthetically pleasing crosswalks
- Have trees that don’t block signs/store signs
- Allow blade signs
- Have uniformity in signage/displays
 - Offer suggestions to businesses

TRAFFIC/PARKING COMMENTS

(The group understood that traffic and parking studies are being undertaken, so didn't spend undue time on this topic)

- Build a parking garage
- Go green downtown
 - Solar panels use
 - Concerns re: timing/schedule of work
 - Biggest impact is on business
 - Plan cooperatively
 - Over-communicate schedules
- Have ticketed parking
 - Meter-less
- Have angle parking
 - More parking available
 - On wider streets?
- Build in Bike lanes
- Upgrade parking meters
- Provide long term parking
 - Separate from consumers
- Have Parking Signs
 - Big blue, white "P", commonly used in other towns
 - Consumers don't know where parking is
 - (Town may do emergently on a temporary basis)
- Traffic light issues
 - Change Train crossing, and other light cycles, etc
 - Eliminate 1 of the 4 stops in Needham?
- Provide shuttles for consumers from lots
- Build pedestrian bridge