

MEETING REPORT NO. 18

PROJECT: **Town of Needham Downtown Study**

DATE: 25 June 2007

LOCATION: Broadmeadow School

PRESENT: Downtown Study Committee (DSC)

Kate Fitzpatrick	Town Manager
Jerry Wasserman	Chairman, Board of Selectmen
Bob Smart	Cochair, DSC Committee
Moe Handel	Cochair, Planning Board
Lee Newman	Planning Director
Nicole Bourassa	Assistant Planner
Joyce Moss	Economic Development Officer
Peter Fugere	Needham Housing Authority
Kathy Lewis	Needham Business Association
Paul Good	Chair, Needham Community Revitalization Committee
John Edgar	Economic Development Advisory Committee
Jeanne McKnight	Planning Board & League of Women Voters
Bob Hentschel	Property Owner
Martin Batt	Citizen at Large
Peter Friedenber	Citizen at Large

Communities Opportunities Group
Judi Barrett

BETA Group (BETA)
Kien Ho

DiNisco Design Partnership (DDP)
Kenneth DiNisco
Jon Oxman

1. PURPOSE

- 1.1. The purpose of the second Community Workshop was to present the Concept Plan and gather community response to the Plan.

2. COMMUNITY WORKSHOP #2

- 2.1. The Community Workshop was well attended. 67 people attended, not including the DSC members and consultants listed above. See attached attendance list.
- 2.2. Ken DiNisco made a presentation of work completed since Community Workshop #1, focusing on the Concept Plan. See attached presentation.

- 2.3. Handouts for the Workshop are attached. See the handout, Group Facilitation Instructions, for a description of the workshop procedure.

The discussions of this meeting are recorded as understood by the writer. Please advise the writer of any omissions or corrections.



Jon Oxman AIA
DiNISCO DESIGN

JAO/ jc

cc: DSC
Kenneth DiNisco
Richard Rice

Enclosure: 1. Attendance: Community Workshop Sign-In and Small Group Participant Lists (06/26/07).

2. Presentation: Community Workshop No. 2 (06/25/07).

3. Handouts: Agenda Workshop No. 2 (06/25/07).
Participant Instructions (Starting a Dialog: Imagine Needham Center) (06/25/07).
Small Group Discussion Questions (06/25/07).
Questionnaire (06/25/07).
Workshop Facilitator Assignments (06/25/07).
Group Facilitation Instructions (06/25/07).

4. Boards: Small Group Discussion Boards: Potential Parking Structure Locations Map, Study Area Map and Presentation Slides Excerpt (06/25/07).

STUDY AREA

Needham
 Downtown Study
 Community Workshop No. 2
 25 June 2007

STUDY AREA



- 67 Acres
- 136 Parcels
- Center Station
- Junction Station
- Town Hall
- Town Common
- Hospital

Legend

- Study Area
- Town Hall
- Public Safety

0 100 200 Feet

SOURCES OF DATA:
 Aerial Imagery
 Needham Planning Department
 MassGIS

EXISTING CONDITIONS - Areas of Influence



- STUDY AREA LIMIT
- Memorial Park
 - Emery Grover
 - St. Joseph's - Church / School
 - Greene's Field
 - Public Safety
 - Nursing Home
 - Junction Station

N
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Sources of Data: Town of Needham, MassGIS

STUDY AREA - Locus Map

- Main Routes
- Secondary Routes



Community Goals & Objectives

COMMUNITY GOALS & OBJECTIVES

- Center Focus
 - Town Common
 - Town Hall
 - Needham Center
- Village Environment
 - Local Retail / Services
 - Historic Character
 - Traditional Scale / Character

Existing Conditions

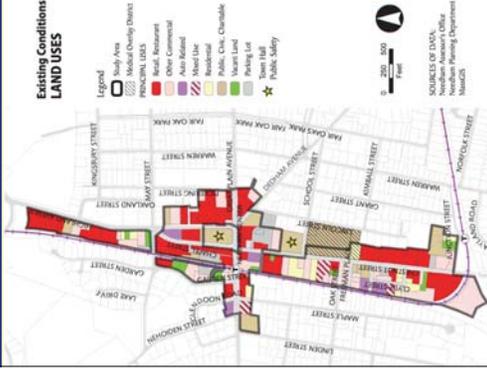
EXISTING CONDITIONS - Zoning

- Existing Conditions ZONING DISTRICTS
- Existing Zoning Districts:
 - Center Business District
 - Chestnut St Business District
 - Highland Ave Business District
 - Medical Overlay District



EXISTING CONDITIONS - Land Use

- Existing Conditions LAND USES
- Retail is Predominant
- Existing Housing - 70 Units
- Few Vacant Parcels



EXISTING CONDITIONS - Taxable & Tax Exempt Properties

- Existing Conditions TAXABLE & TAX-EXEMPT PROPERTIES
- 75% Taxable
- 25% Tax Exempt
- Hospital
- Town
- Post Office
- MBTA
- St. Joseph's
- VFW



EXISTING CONDITIONS - Build-Out Analysis

- Buildout Analysis ADDITIONAL DEVELOPMENT CAPACITY (IN SQ. FT.)
- Larger Parcels
- Greater Capacity



EXISTING CONDITIONS - Build-Out Analysis

- Current Regulations
- Add'l Development
- Required Parking



Traffic & Parking

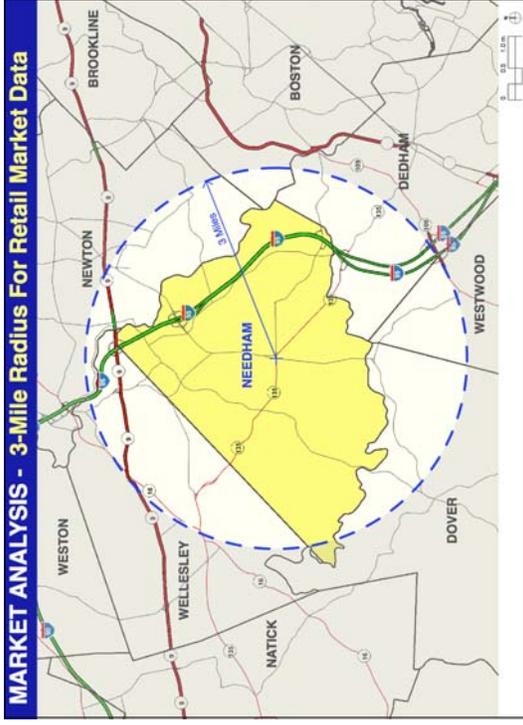
TRAFFIC



TRAFFIC

- **Ratings of Intersections**
 - Dedham Ave / 135 - *Best*
 - May St / Highland / Chapel - *Next Best*
 - Chapel / Chestnut St - *Worst*
- **New Equipment - +++ Performance**

Market Analysis



MARKET ANALYSIS - Forecasted 5-Year Demand

Market Segment	Potential Demand 5 Year Forecast (SF)	Likely Demand (SF)		
		High 40%	Moderate 30%	Low 20%
Retail	310,000	124,000	93,000	62,000
Office	50,000	20,000	15,000	10,000
Housing	168,000 *	67,200	50,400	33,600
TOTAL	528,000	211,200	158,400	105,600

* Based on 140 units x 1,200 SF Average Size / Unit

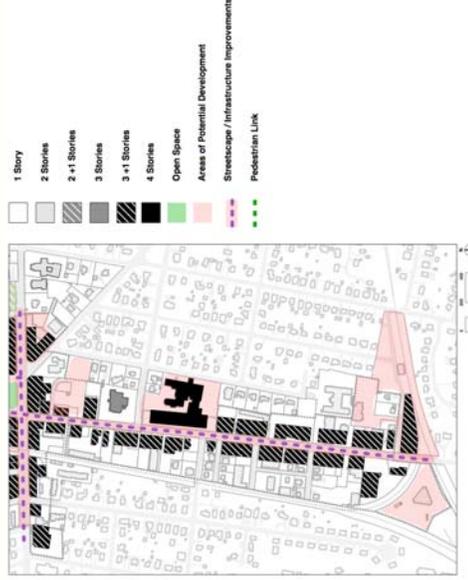
- MARKET ANALYSIS**
- **Retail Market**
 - **Office Market**
 - **Housing Market**
 - **POTENTIAL Demand**
 - **5 - Year Forecast**
 - **Existing Low Vacancy**

Concept Plan

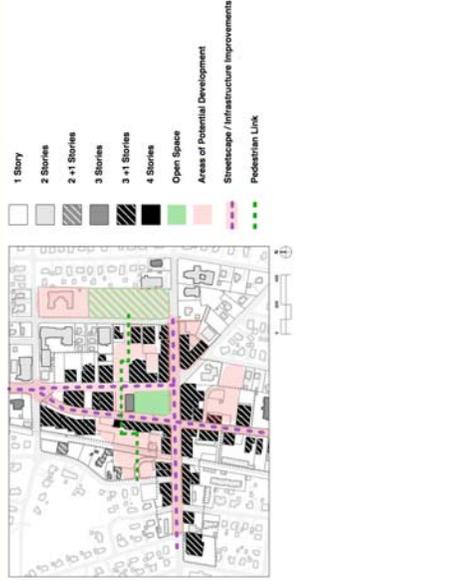
CONCEPT PLAN



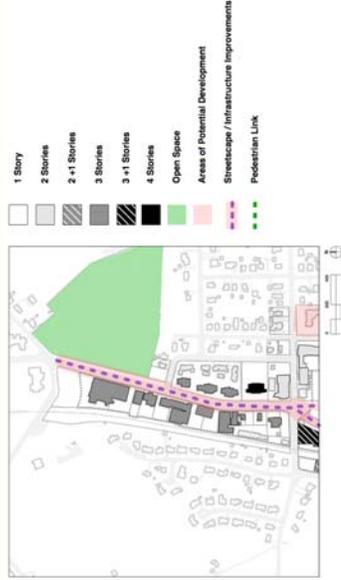
CONCEPT PLAN - Chestnut Street Business District



CONCEPT PLAN - Center Business District

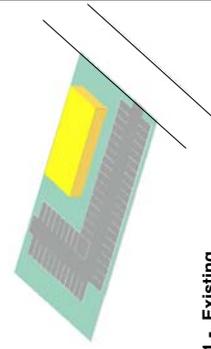


CONCEPT PLAN - Highland Avenue Business District



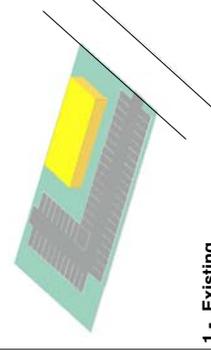
Density & Height

DENSITY - Potential Development



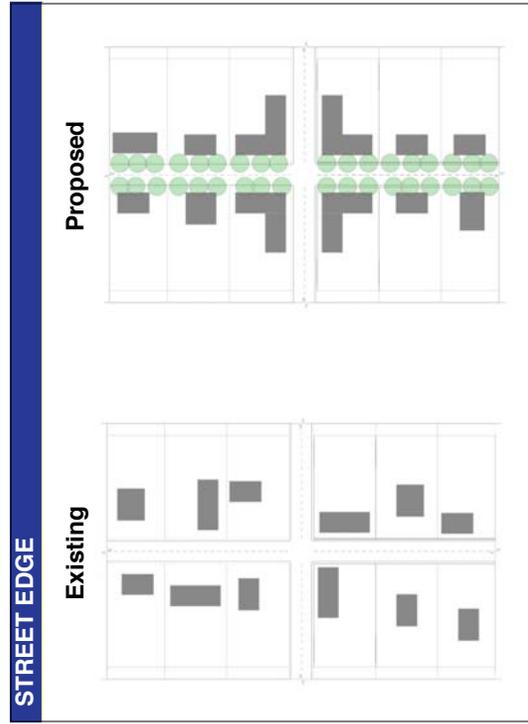
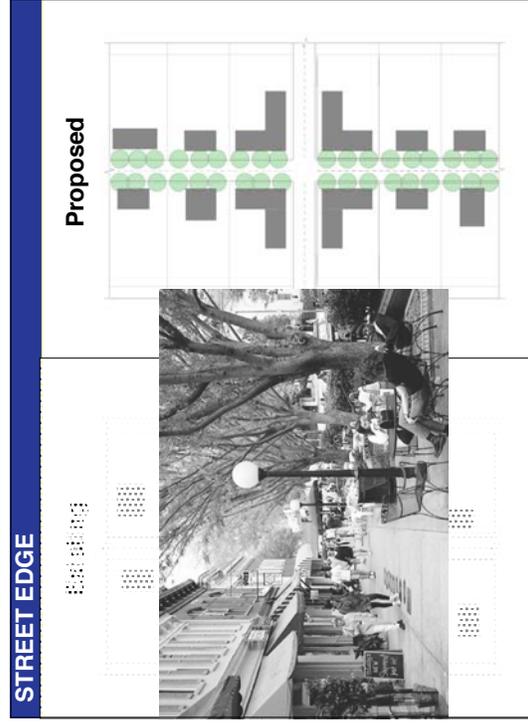
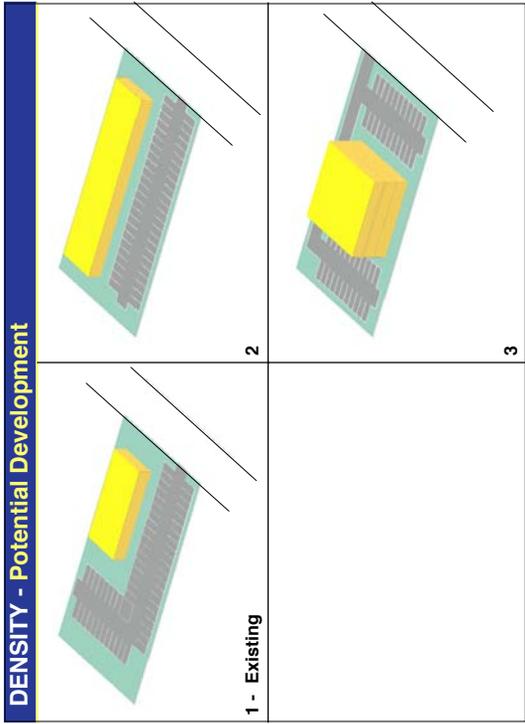
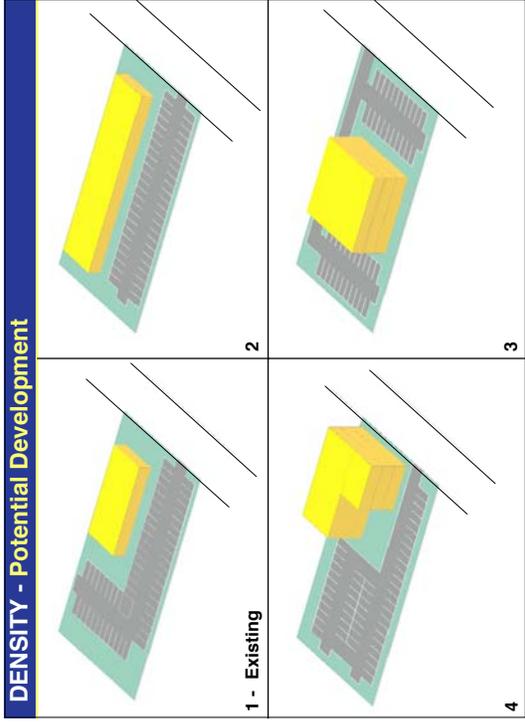
1 - Existing

DENSITY - Potential Development



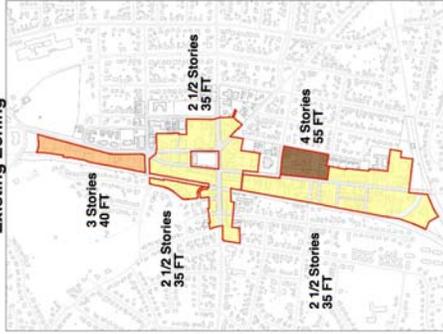
1 - Existing

2

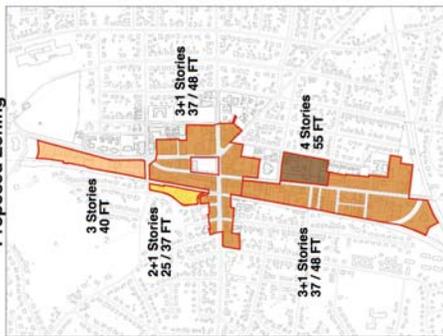


MAXIMUM HEIGHT

Existing Zoning



Proposed Zoning



MAXIMUM HEIGHT - Center Business District

Existing Zoning

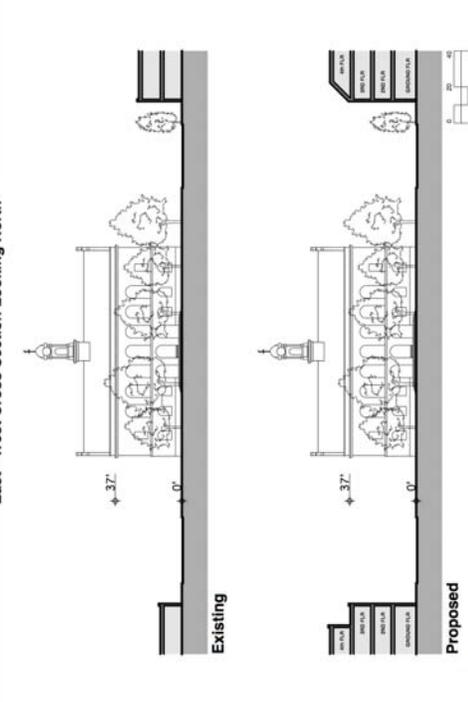


Proposed Zoning



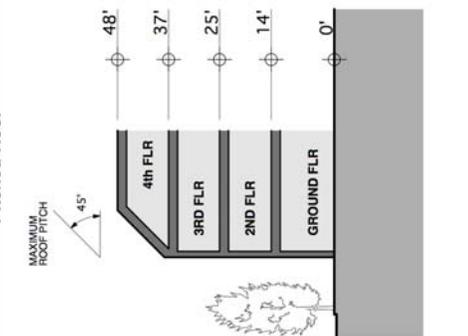
SITE SECTION - Town Common

East - West Cross Section Looking North

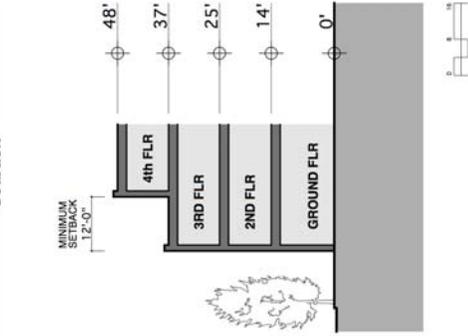


MAXIMUM STORIES/HEIGHT - 3+1 Stories

Pitched Roof



Setback



SITE SECTION - Town Common

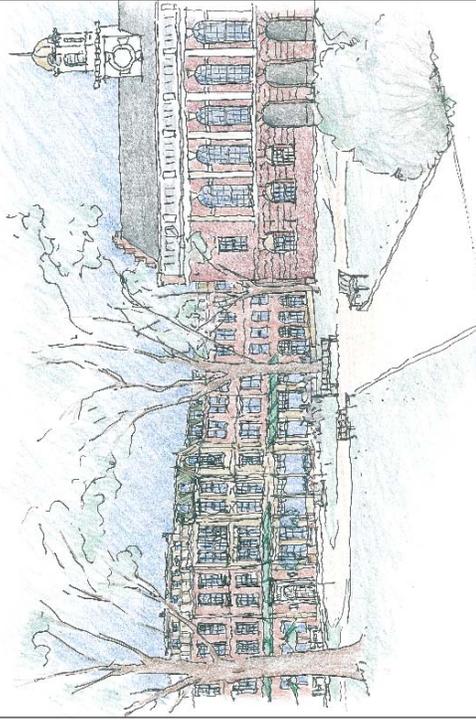
North - South Cross Section Looking West



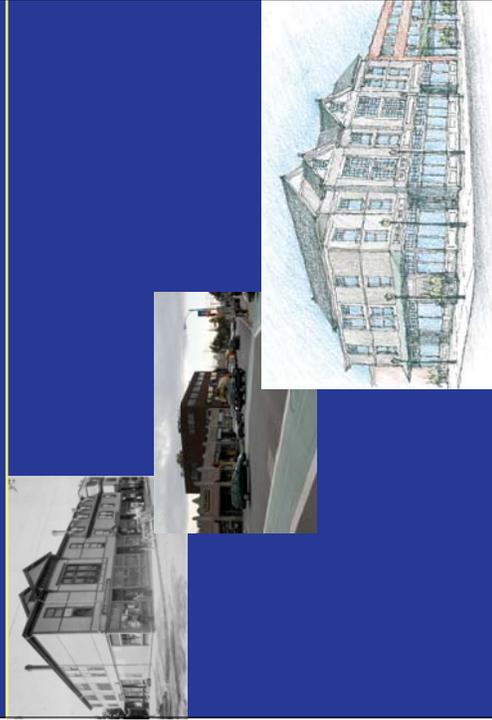
CENTER BUSINESS DISTRICT - Town Common



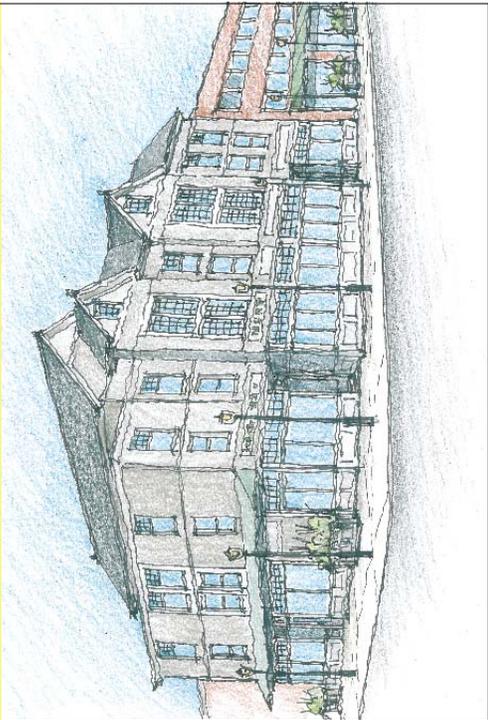
CENTER BUSINESS DISTRICT - Town Common



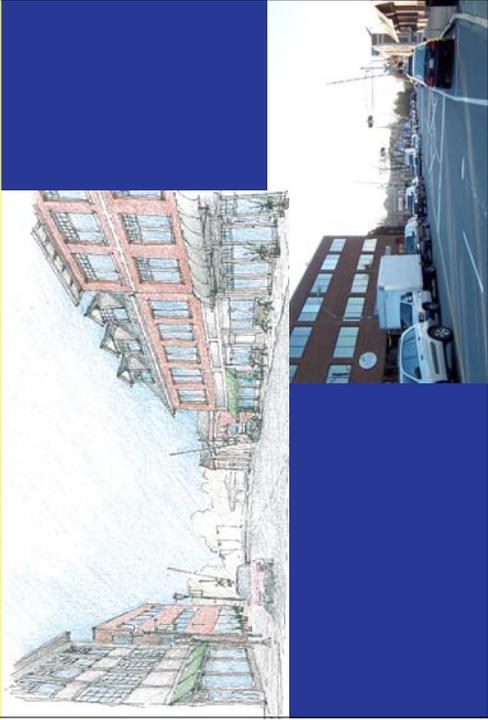
CENTER BUSINESS DISTRICT - Great Plain Ave & Chestnut St



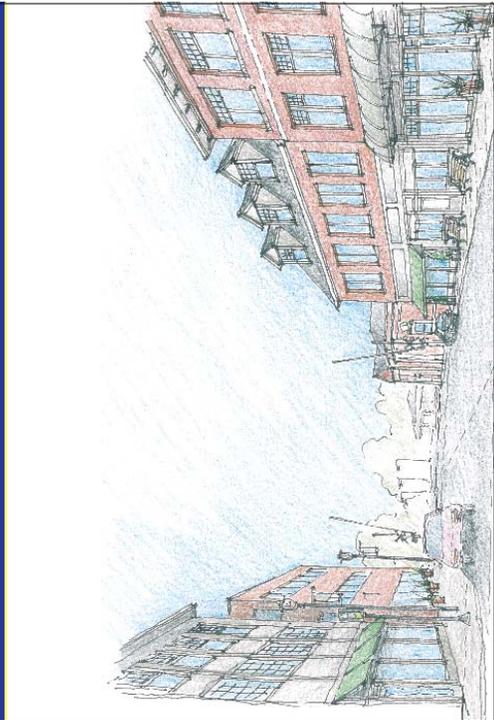
CENTER BUSINESS DISTRICT - Great Plain Ave & Chestnut St



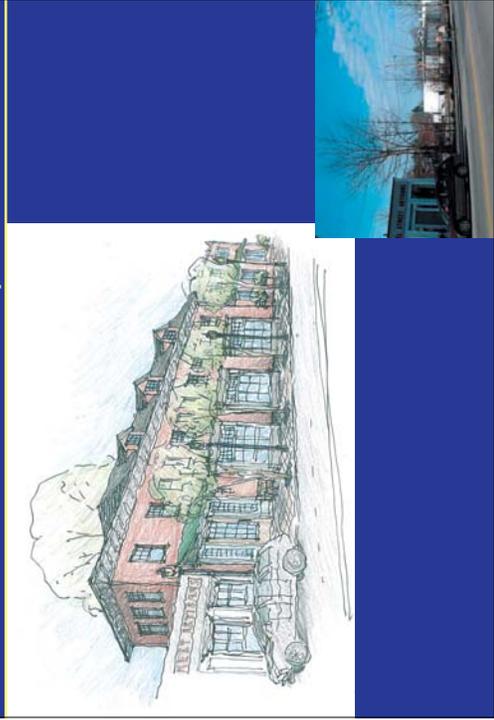
CENTER BUSINESS DISTRICT - Great Plain Avenue



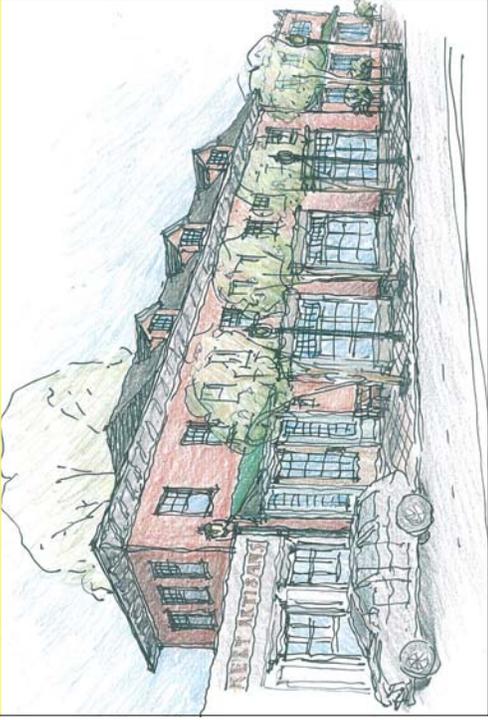
CENTER BUSINESS DISTRICT - Great Plain Avenue



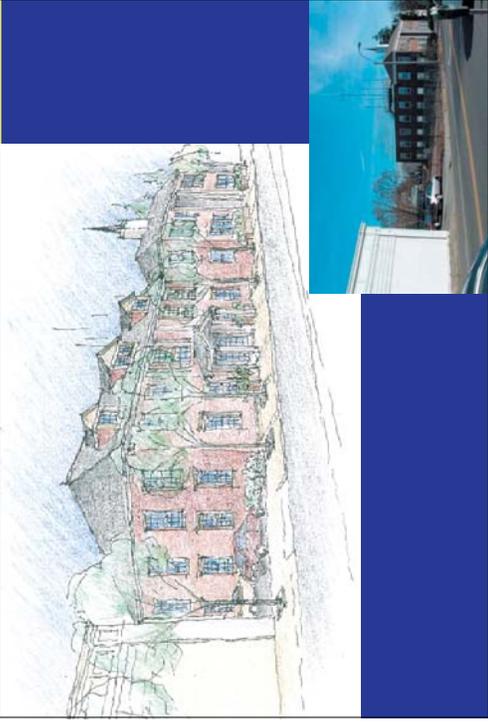
CENTER BUSINESS DISTRICT - Chapel Street



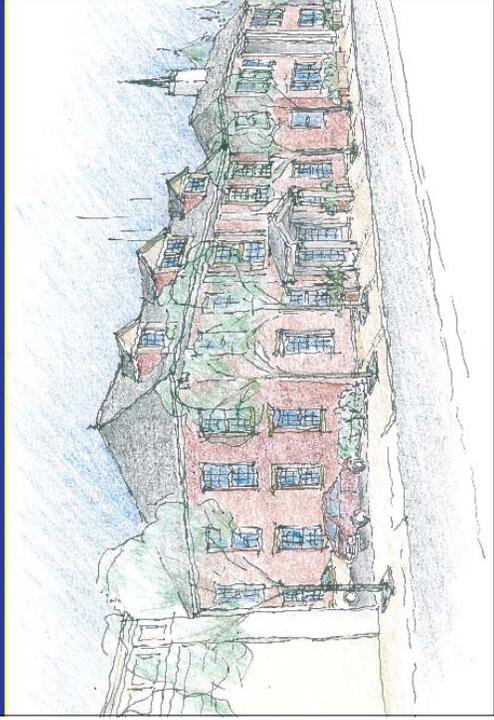
CENTER BUSINESS DISTRICT - Chapel Street



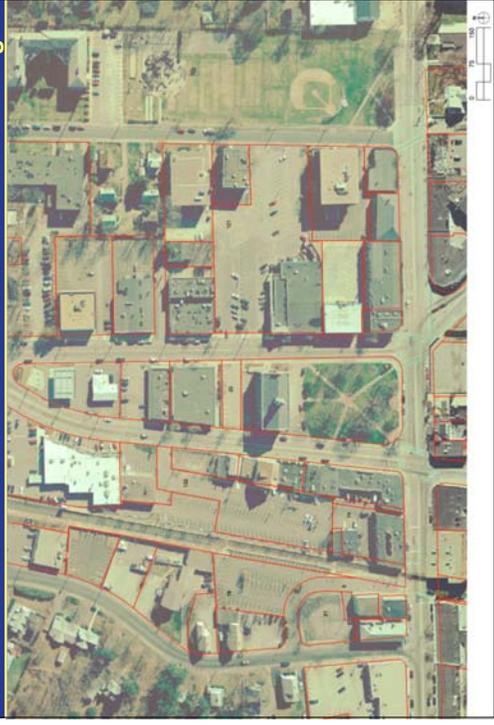
CENTER BUSINESS DISTRICT - Dedham Avenue



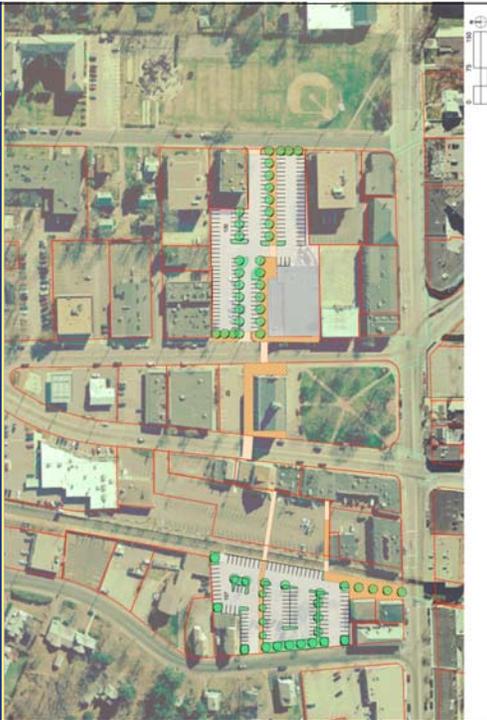
CENTER BUSINESS DISTRICT - Dedham Avenue



CENTER BUSINESS DISTRICT - Pedestrian Link - Existing



CENTER BUSINESS DISTRICT - Pedestrian Link - Proposed



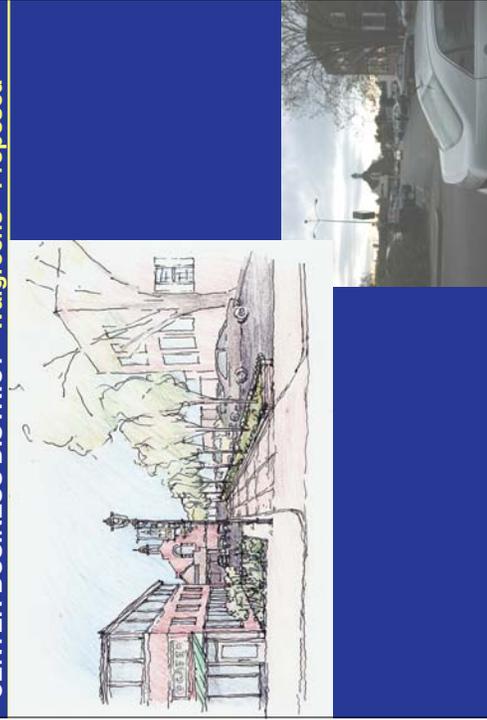
CENTER BUSINESS DISTRICT - Walgreens - Existing



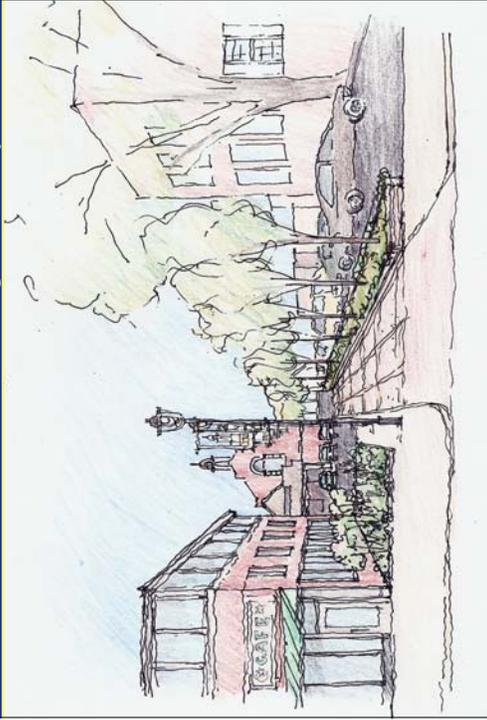
CENTER BUSINESS DISTRICT - Walgreens - Proposed



CENTER BUSINESS DISTRICT - Walgreens - Proposed



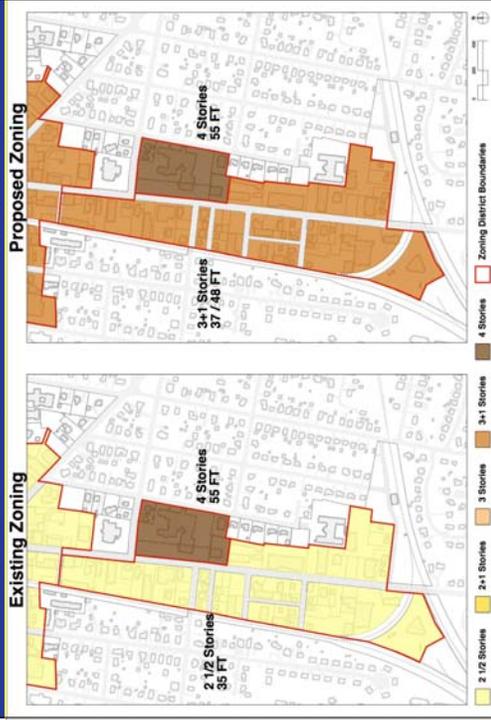
CENTER BUSINESS DISTRICT - Walgreens - Proposed



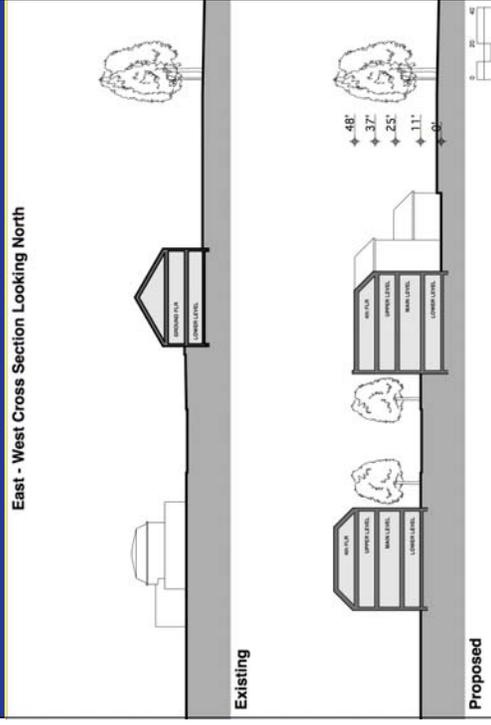
DESIGN STANDARDS - Pedestrian Pathways



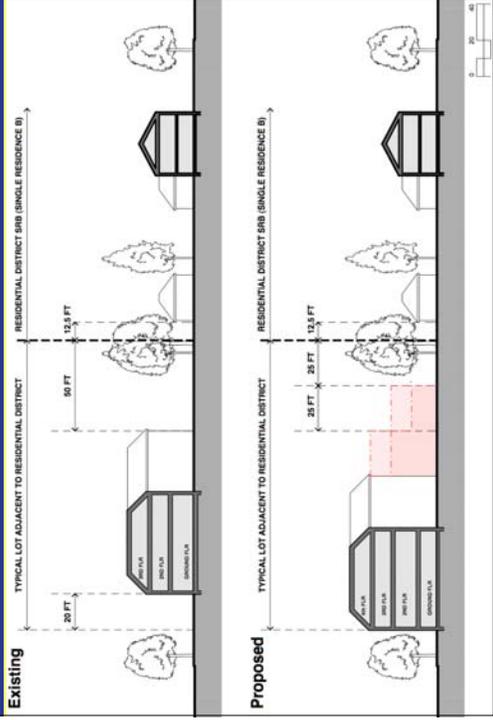
MAXIMUM HEIGHT - Chestnut Street Business District



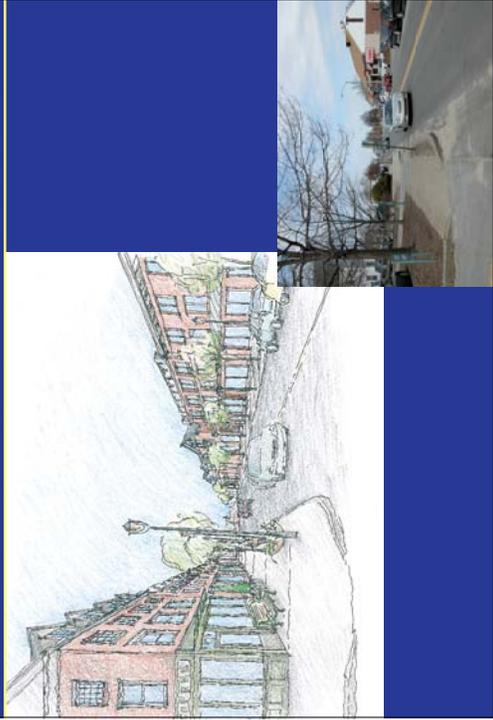
SITE SECTION - Chestnut Street



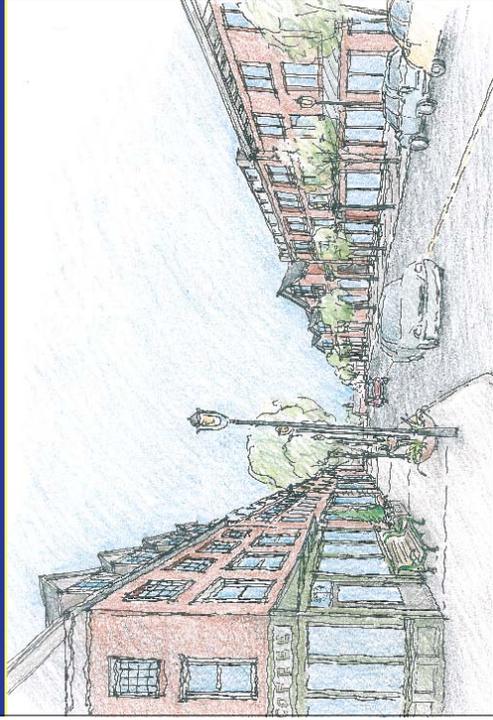
CHESTNUT ST BUSINESS DISTRICT - Chestnut Street



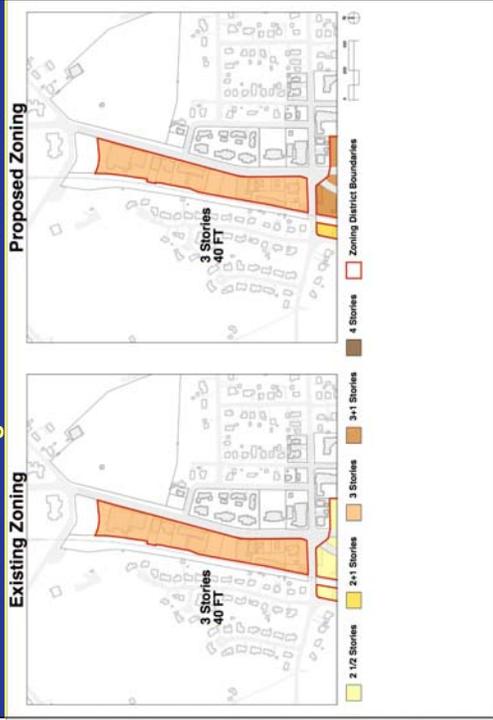
MAXIMUM HEIGHT - Residential District



CHESTNUT ST BUSINESS DISTRICT - Chestnut Street



MAXIMUM HEIGHT - Highland Avenue Business District



Appropriate Use

LAND USE

- Retail
 - “Main Street”, Specialty
- Office
 - Medical Related
- Hospital
- Housing

LAND USE - Mixed Use



LAND USE - Mixed Use



Parking

PARKING - Parking Structures



PARKING - Parking Structures



PARKING - Potential Parking Structure Locations



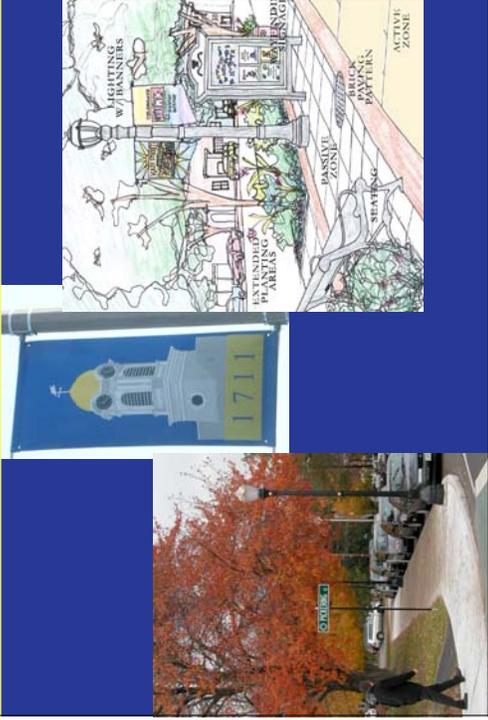
Legend

Potential Parking Structure Locations
 Number your preference for locations below with 1 being the most preferred, 2 the next, etc.

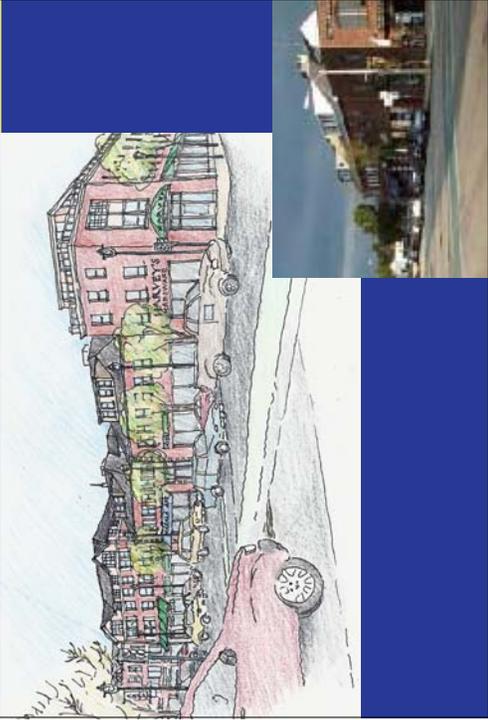
- (P-1)** Needham Center Station
- (P-2)** Walgreens
- (P-3)** Greene's Field (Underground)
- (P-4)** Chestnut St Parking Lot
- (P-5)** Dedham Ave Parking Lot
- (P-6)** Hospital Parking Lot (Across Street from Hospital)
- (P-7)** Needham Junction Station

- Zoning District Boundaries
- Medical Overlay District

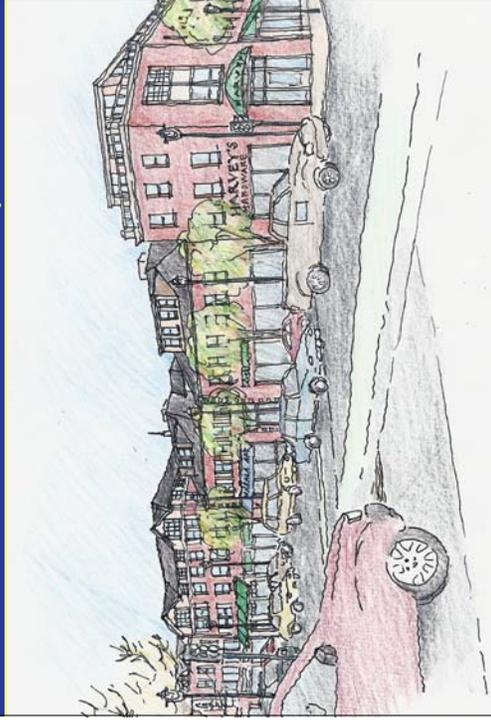
DESIGN STANDARDS - Streetscape - Public Improvements



ARCHITECTURAL STANDARDS - Streetscape



ARCHITECTURAL STANDARDS - Streetscape



DESIGN STANDARDS - Streetscape



Name

GROUP

David Hares

Anne Munstedt

Steve McKnight

Leslie Renzulli

Mike Sokolowski

Christina Koningiser

Liz Rover Bailey

Sheila Pransky

Judi Barrett

Joyce M

Nicole Brumana

Table 2

6/25/07

Cate Fitzpatrick

Kevin Ho

PAUL GOOD

NICK RENZULLI

DEVRA BAILIN

Susanne Smart

Marty Jacobs

Rich Gatto

Helene Gress

Polly Attridge

PAUL ATTRIDGE

Sign-In Sheet - Table 3

Bob Hentschel

Steve Heffernan

Joseph Borekahl

Joanne Crispin

Francoise FLOURENS.

Debbie Schmill

JACK WASH

Jean Wash

MARSHALL goldin

JoAnne O'Leary

Kendra Davis

Sign in sheet

GROUP 4

<u>Name</u>	<u>Affiliation</u>
Lee Newman	Planning Board
Harriet Goldin	resident - LWN Needham
Polly Dempsey	Needham Cultural Council
Druce Eisenhart	Planning Bd
Sam Bass Warner	Town meeting member
Diana Kemeir	Needham Friends of Woods & Waters - Resident - LWN Needham
Theresa Lemaire	Needham Friends of Woods & Waters - Resident LWN Needham
Susan W. Abbott	Resident - LWN Needham
Susan McGarvey	Resident - LWN Needham
Ken Mackin	owner 916-932 Great Plains
Bruce	
Liz Sochtel	owner, town meeting
Rm Sochtel	owner town meeting

Group 5

e MAIL

PHONE

Bill Codrington

Eleanor Rosellini

Charlie Hurwitch

Deborah Robinson

Ian Crush

Buy Del Sazio

Jon Oxman

PAUL Robey

Kathy Lewis

KATHYLEWIS@REALTOR.COM 781 494928

MICHAEL HEFFERNAN

Peter Friedenberg

p.robey@verizon.net

781-444
6001

Table 6

George Aardoff

Richard Creem

Arthur Walitt

JEFF KRISTELLER

CLAUDIA YAPP

Ken DiNisco

MARTIN BATT

JEANNE McKNIGHT

GROUP 7

DOC (TABLE 7

6/25/07

Anne Hayek	116 Maple Street	781-449-2052
Gregory Shesko	114 Maple St	781-444-8404
Chris Maxwell	127 ARDMORE RD.	
Don DeVenue	829 Webster	781-444-2740
Jennifer Kagan	110 Country Way	781 449-8919
Louise Miller	5 North Hill Ave.	781-444-5690
William J. Tedoldi	68 High St	781-449-1073
Charlotte Chaffin	169 Fox Hill Rd	781-444-8869
Chris Amanku	157 Edgewater Dr	781-444-4599
Lawrence Copley	53 Barrett St	781-449-8183
<u>JOHN EDGAR</u>		
<u>PETE WIGER</u>	N.H.A.	

Imagine Needham Center

Town-wide Visioning Session
Needham Center Study Committee
June 25, 2007
Workshop No. 2

Location **Broadmeadow School, Performance Center**

Agenda

- 7:00 pm** **Introduction and Welcome**
- **Description of the Planning Process**
Robert T. Smart Jr., Needham Center Study Committee
- 7:15 pm** **Review of Work Completed to Date**
- **Community Goals and Objectives**
Ken DiNisco, DiNisco Design Partnership
 - **Proposed Concept Plan**
Ken DiNisco
 - **Alternative Development Scenarios**
Ken DiNisco
- 7:45 pm** **Questions and Answers**
- 8:00 pm** **Small Group Discussion**
- 9:10 pm** **Report Back to Large Group**
- **Discussion**
- 9:40 pm** **Closing Comments / Next Steps**

STARTING A DIALOG: IMAGINE NEEDHAM CENTER

Needham Center Study Committee
June 25, 2007

Overview

The following outlines the interactive part of the *Imagine Needham Center Workshop*. The intent of this specific way of carrying out this part of the agenda is to provide structure and stimulation for the participants, to make it easy for everyone to get involved, and to produce practical, useful results, not just many sheets of flip chart notes. As outlined, it should take about an hour and a half for the following four steps:

1. All workshop participants are randomly assigned to a group.
2. Each group will then discuss questions from three common categories, with one additional variable category assigned to each group.
3. Each group summarizes and prioritizes the results of their discussion.
4. Each group reports back to all workshop participants.

Questions for Individual Groups

The questions you will be discussing tonight are in the attached handout *Small Group Workshop Questions: Imagine Needham Center*. There are six categories of questions labeled A through F in the handout. Questions in categories A through C will be discussed by all groups. Questions in the remaining categories will be assigned to groups for discussion as follows: Groups 1, 4 and 7 discuss D; Groups 2 and 5 discuss E; Groups 3 and 6 discuss F.

In answering the questions in the handout, think about the downtown districts as they are now (and perhaps as you remember them from years ago), and imagine how these districts might change to reach their full potential. You should think about changes in urban design, land use, building siting and design, provisions for off-street parking, traffic patterns, sidewalks and pathways, and Town buildings and facilities. The objective is to understand, from the community's point of view, which of these changes may be beneficial and which may be detrimental.

Group Discussions

In the group meetings, each person will be given the opportunity to respond to each question assigned to the group. Once everyone has had an opportunity to respond to a question, there will be a group discussion of the responses, looking for convergence or conflicts, trying to reach consensus. Summary results of this discussion will then be recorded for each question.

Reporting Back

Each group will then make a brief presentation (three or four minutes) of both their conclusions and the highlights of how they got there, plus any other key observations.

WORKSHOP QUESTIONS: IMAGINE NEEDHAM CENTER

Needham Center Study Committee
June 25, 2007

QUESTIONS FOR ALL GROUPS

A) URBAN DESIGN: HEIGHT and MASSING

- *Additional height and density will enable development in the Center District that creates a more vibrant and active downtown and provides greater revenue for the Town.*
 1. Do you agree additional height, with attention to massing and edge, will improve the visual experience and enhance the traditional village environment?
 2. Do you agree that change in terms of height and urban design will make a better downtown?
 - ◆ If not, what would you change?

B) LAND USE: UPPER STORY HOUSING and OFFICE

- *There appears to be some demand for market rate housing and additional demand for affordable housing.*
- *The Beth Israel Deaconess is planning a major expansion of its facility along Chestnut Street which could encourage more private office space development.*
 1. If in order to get housing and office development in the Center District, a total of four stories is required, is it a trade-off you are willing to make?
 2. If in order to get housing and office development in the Chestnut Street District, a total of 4 stories is required, is it a trade-off you are willing to make?
 - ◆ Are there certain amenities and design elements that pertain to housing that additionally should be considered?

C) PARKING STRUCTURE

- *The current on-site parking requirement tends to limit further development in the Center and Chestnut Street Districts.*
- *Development potential in these districts will be greatly aided if structured parking is allowed.*
 1. Assuming such structured parking does not entail some form of town funding, do you agree?
 2. If such structured parking does entail some form of town funding, would you still agree?
 3. In which of the seven proposed locations might a structured parking garage be located which best meets the following requirements?
 - (a) Is the most useful for revitalizing the downtown
 - (b) Does not cause serious traffic congestion
 - (c) Has the best chance of public acceptance

ADDITIONAL QUESTION FOR GROUPS 1, 4 & 7

D) LAND USE: FIRST FLOOR RETAIL

- ***Our market study shows that there is significant regional demand for retail.***
 1. Do you favor discouraging national chains irrespective of the size of their format?
 2. If not, do you favor limiting the ground floor footprint of national chains in one or more of the following districts?
 - (a) Center Business
 - (b) Chestnut Street Business
 - (c) Highland Avenue Business
 3. Do you favor limiting the ground floor footprint of other commercial enterprises irrespective of whether they are national chains?
 4. If so, do you favor limiting the footprint of such ground floor commercial enterprises in one or more of the following districts?
 - (a) Center Business
 - (b) Chestnut Street Business
 - (c) Highland Avenue Business

ADDITIONAL QUESTION FOR GROUPS 2 & 5

E) TRAFFIC

- ***Increased height and density in the downtown districts will bring more traffic.***
- ***Improvements at intersections are one key to mitigating the increased volume.***
 1. Do you think that redirection of through-traffic to routes outside the downtown area will *help or hurt revitalization*?
 2. To improve the pedestrian environment in downtown districts, do you think the traffic should be slowed through the use of tools such as raised intersections, corner bump outs, etc.? If so, in which locations might such tools prove most effective?

ADDITIONAL QUESTION FOR GROUPS 3 & 6

F) STREETSCAPE and PEDESTRIAN ENVIRONMENT

- ***Physical improvements and municipal actions that improve the downtown streetscape are important incentives for Needham's revitalization program.***
 1. Do you agree that streetscape improvements and municipal actions affecting the streetscape are important incentives to encourage property owners' and merchants' participation in Needham's downtown revitalization program?
 2. From an incentivizing point of view, what are the most important streetscape-related improvements or actions the town should consider?
 3. Do you think the Town's investment in streetscape improvements should be linked to complimentary private sector investment?

NEEDHAM DOWNTOWN STUDY QUESTIONNAIRE

June 25, 2007

Stakeholder Interest

Please circle the one category listed below which best describes your relationship to the three zoning districts being studied: Center Business, Chestnut Street Business, Highland Business:

Property owner

Business owner

Resident near the three districts

Resident at large

Questions

Circle the one answer that best describes your response.

All Three Districts

1. *The town should encourage significant development and/or redevelopment.*

Strongly Agree • Agree • Disagree • Strongly Disagree

2. *The town should relax height restrictions if these are demonstrated to be a significant impediment to redevelopment.*

Strongly Agree • Agree • Disagree • Strongly Disagree

3. The town currently has **non-binding** architectural guidelines for the Center Business District.

*The town should consider establishment of **binding** architectural regulations consistent with "Village Design" for the three districts in exchange for increased height and story standards.*

Strongly Agree • Agree • Disagree • Strongly Disagree

4. *The town should encourage construction (at private expense) of one or more parking structures if these are demonstrated to be a significant incentive to development and increased tax base.*

Strongly Agree • Agree • Disagree • Strongly Disagree

5. *The town should encourage construction (at public expense) of one or more parking structures if these are demonstrated to be a significant incentive to development and increased tax base.*

Strongly Agree • Agree • Disagree • Strongly Disagree

The attached map shows potential parking locations discussed in the presentation. Indicate by a number (no. 1 highest, etc) your preference for location of parking structures.

6. The “village concept” discussed in workshop no. 1 included the desired mixed use of retail, office and housing.

The town should encourage housing in the development of all three districts.

Strongly Agree • Agree • Disagree • Strongly Disagree

7. *The town should encourage or provide landscape treatment along street frontage in the Highland Avenue and Chestnut Street Business Districts.*

Strongly Agree • Agree • Disagree • Strongly Disagree

Center Business District

8. The current height limit of buildings is 35 feet (2 1/2 stories).

a. *The height limit of buildings should be increased to 37 feet (3 stories).*

Strongly Agree • Agree • Disagree • Strongly Disagree

b. *The height limit of buildings should be increased to 48 feet (4 stories) if the top floor is set back or sloped from the edge of the building.*

Strongly Agree • Agree • Disagree • Strongly Disagree

9. *The district should be redeveloped to give greater pedestrian safety and convenience special importance.*

Strongly Agree • Agree • Disagree • Strongly Disagree

10. Buildings in the Center Business District are required to be set back 50 feet from abutting residential district boundaries.

The town should consider reducing the 50 foot setback if this will make redevelopment more likely and if appropriate conditions protecting abutting residents are imposed.

Strongly Agree • Agree • Disagree • Strongly Disagree

Chestnut Street Business District

11. The current height limit of buildings is 35 feet (2 1/2 stories).

a. *The height limit of buildings should be increased to 40 feet (3 stories).*

Strongly Agree • Agree • Disagree • Strongly Disagree

b. *The height limit of buildings should be increased to 48 feet (4 stories) if the top floor is set back or sloped from the edge of the building.*

Strongly Agree • Agree • Disagree • Strongly Disagree

12. *The town should support significant expansion of Beth Israel Deaconess Hospital.*

Strongly Agree • Agree • Disagree • Strongly Disagree

13. *The town should facilitate the development of medical office buildings in the vicinity of the hospital.*

Strongly Agree • Agree • Disagree • Strongly Disagree

14. *The district should be redeveloped to give greater pedestrian safety and convenience special importance.*

Strongly Agree • Agree • Disagree • Strongly Disagree

15. Buildings in the Chestnut Street Business District are required to be set back 50 feet from abutting residential district boundaries.

The town should consider reducing the 50 foot setback if this will make redevelopment more likely and if appropriate conditions protecting abutting residents are imposed.

Strongly Agree • Agree • Disagree • Strongly Disagree

Highland Avenue Business District

16. The current height limit of buildings is 40 feet (3 stories).

Building height limit should be retained.

Strongly Agree • Agree • Disagree • Strongly Disagree

17. *The district should be redeveloped to give greater pedestrian safety and convenience special importance.*

Strongly Agree • Agree • Disagree • Strongly Disagree

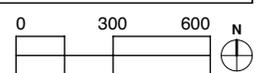
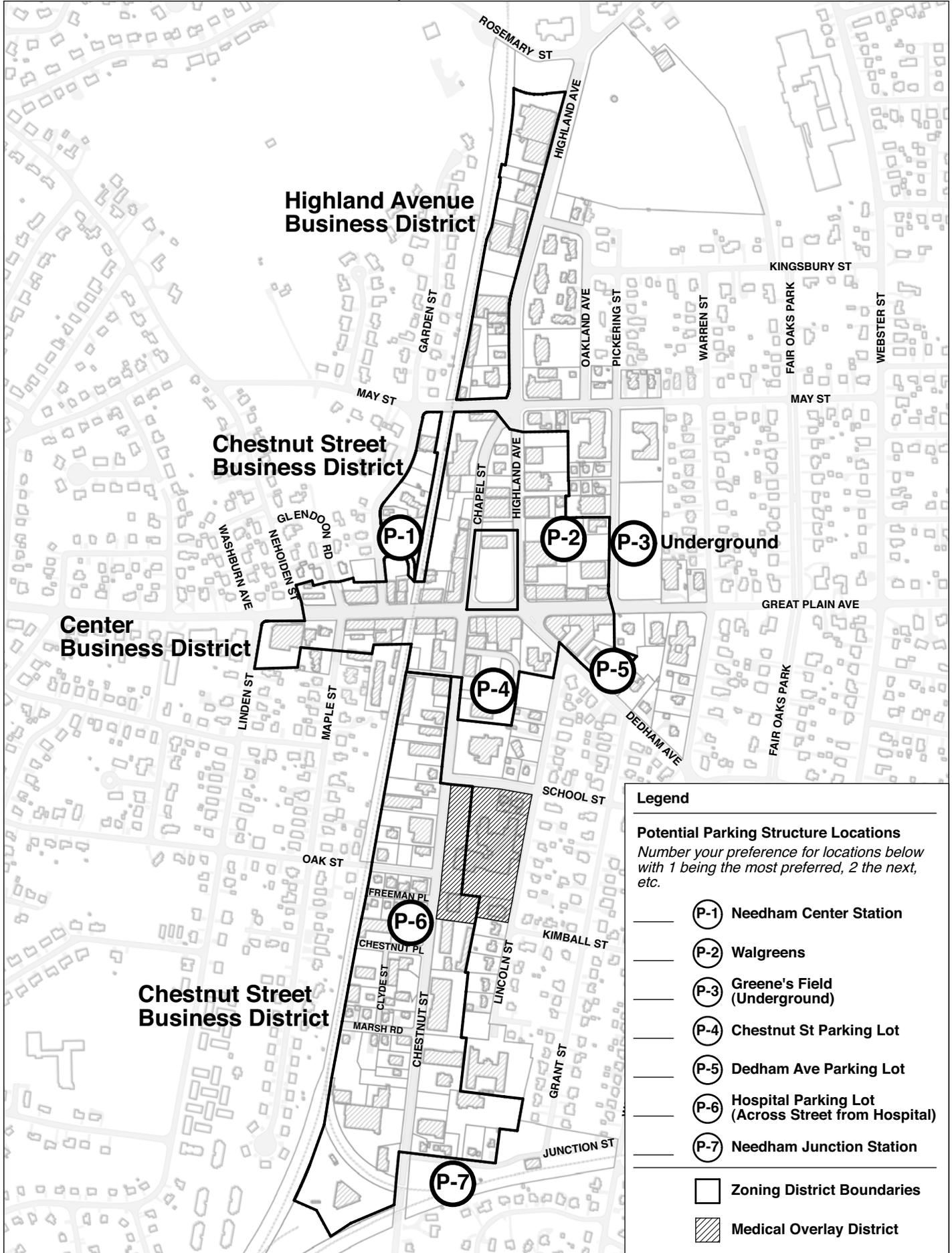
18. Buildings in the Highland Avenue Business District are required to be set back 50 feet from abutting residential district boundaries.

The town should consider reducing the 50 foot setback if this will make redevelopment more likely and if appropriate conditions protecting abutting residents are imposed.

Strongly Agree • Agree • Disagree • Strongly Disagree

Potential Parking Structure Locations Map

Workshop No. 2 - June 25, 2007



Workshop Facilitator Assignments

Needham Center Study Committee

June 25, 2007

Group 1

Jerry Wasserman

Joyce Moss

Judi Barrett

Nicole Bourassa

Group 2

Kate Fitzpatrick

Paul Good

Kien Ho

Jon Oxman

Group 3

Robert T. Smart, Jr.

Robert Hentschel

Ken DiNisco

Group 4

Moe Handel

Lee Newman

Judi Barrett

Group 5

Peter Friedenber

Kathy Lewis

Kien Ho

Jon Oxman

Group 6

Jeanne McKnight

Martin Batt

Ken DiNisco

Group 7

John Edgar

Richard Fugere

Judi Barrett

GROUP FACILITATION INSTRUCTIONS: IMAGINE NEEDHAM CENTER

Needham Center Study Committee

June 25, 2007

This outline is intended to make sure that facilitators start with the same understanding of our intentions for the breakout group discussions. The facilitator's job is to lead the discussion process, without controlling the content of the discussion. The goal is to enable everyone's initial responses to the questions about Needham Center to be heard, then to document agreements and disagreements after further discussion. The job of the facilitator is NOT to be an expert on how things are in Needham or what things the Town should do. Being a facilitator will require careful use of time, making people comfortable in speaking rather than just listening, and assuring that no one, least of all the facilitator, dominates the conversation. These are the steps in the process as designed, although contingencies of the evening might alter them.

1. **Start-up.** Introduce yourself, and then clarify the "ground rules" for this particular discussion. The following should be among them:

- Everyone's ideas are "good;" there are no wrong or unworthy answers.
- People should neither interrupt others as they speak nor carry on side conversations.
- No fair asking pointed questions or snickering.
- It is okay for people to "pass" when it is their turn to speak, and to speak later, but participants should be discouraged from just listening.

5 minutes elapsed.

2. **Organize.** Get agreement on someone to record ideas on flip charts, and agree on how a group reporter will be identified, probably, but not necessarily, at the end of your meeting. Maybe select a timekeeper.

10 minutes (cumulatively) elapsed.

3. **Collect first thoughts.**

(a) Go around the group and ask each person in turn to briefly introduce himself or herself.

(b) Briefly review the questions and the process to be followed during the course of the evening. In answering the questions ask participants to think about the downtown districts as they are now (and perhaps as they remember them from years ago), and to imagine how they might change to reach their full potential. Instruct them to think about changes in urban design, land use, building siting and design, provisions for off-street parking, traffic patterns, sidewalks and pathways, and Town buildings and facilities.

15 minutes (cumulatively) elapsed.

- 4. Questions.** The questions you will be discussing tonight are in the attached handout *Small Group Workshop Questions: Imagine Needham Center*. There are six categories of questions labeled A through F in the handout. Questions in categories A through C will be discussed by all groups. Questions in the remaining categories will be assigned to groups for discussion as follows: Groups 1, 4 and 7 discuss D; Groups 2 and 5 discuss E; Groups 3 and 6 discuss F.

Open the floor to discussion on each respective question by having each person in turn offer his or her response to the individual question. Once all responses have been obtained on an individual question, open the floor to discussion, looking for convergence or conflicts, trying to reach consensus. Brief summary results of this discussion should then be recorded *for each question*.

Focus on agreement, not on resolving disagreement. Find where substantial agreement exists or is easily achieved, and consolidate it. Where there is disagreement, don't dwell on it, but rather simply agree on how to find agreement at some future time, and move on. Be careful to accept the results of this process, even if you as the facilitator personally disagree with the outcome. The objective is to understand, from the community's point of view, which of these changes may be beneficial and which may be detrimental.

60 minutes (cumulatively) elapsed.

- 5. Wind up.** Have the group select a presenter, if it had not done so earlier. The presenter should not be the facilitator. Consolidate the answers to the questions on a minimal number of sheets for presentation purposes and attach a list of your group members. Roll up and identify the other sheets the group produced. Congratulate yourself for maintaining your cool!

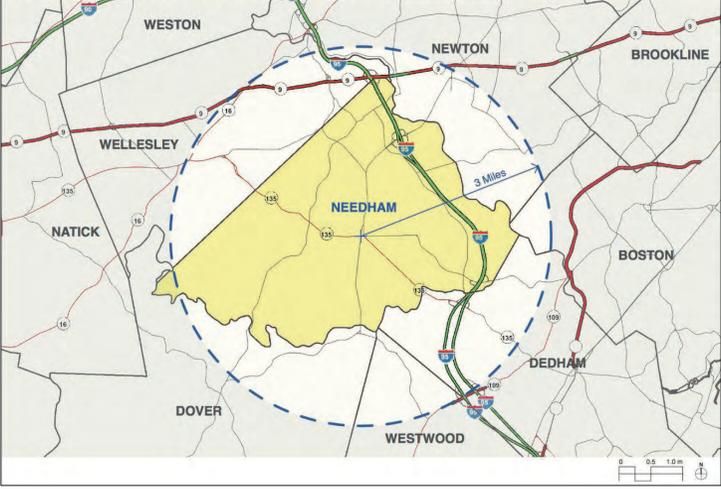
70 minutes (cumulatively) elapsed.

If you have done your job well you will have a little bit of spare time, everyone in the group will be happy and charged up, and the collective documents produced will reflect thoughtful input.

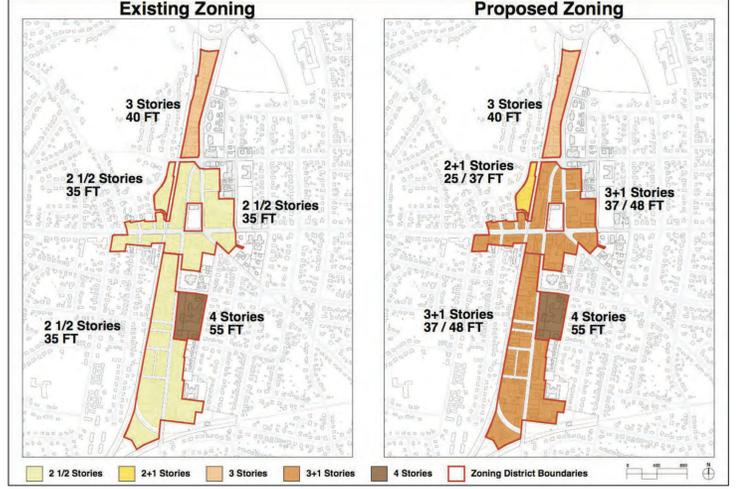
STUDY AREA - Locus Map



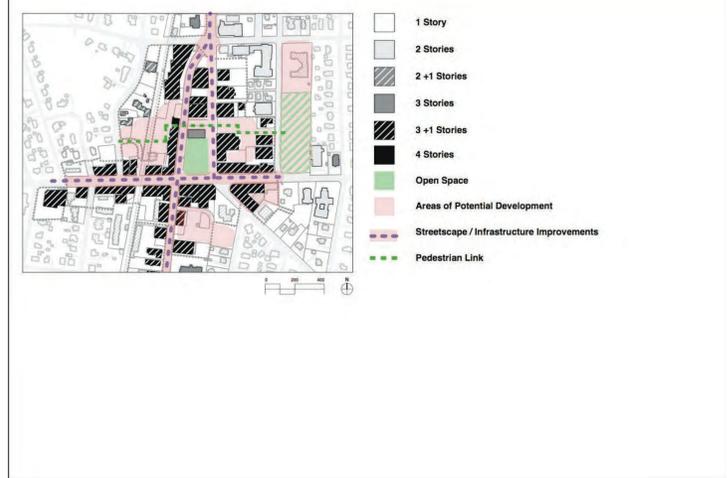
MARKET ANALYSIS - 3-Mile Radius For Retail Market Data



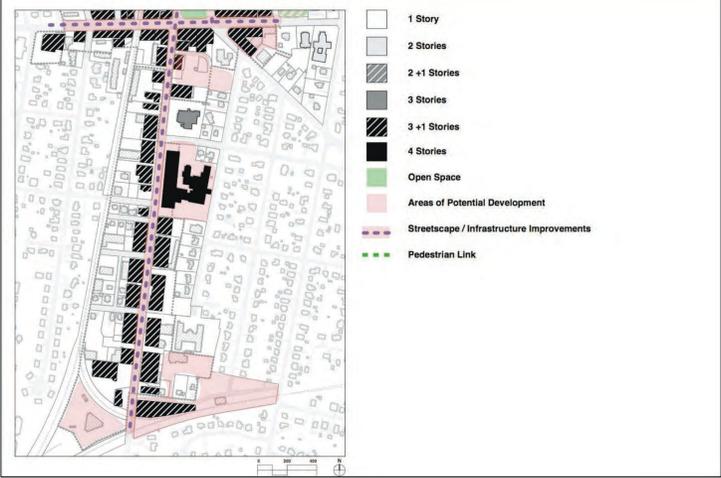
MAXIMUM HEIGHT



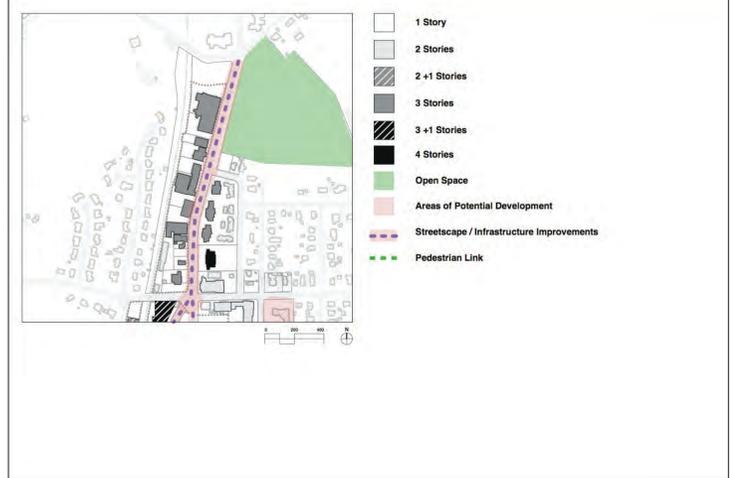
CONCEPT PLAN - Center Business District



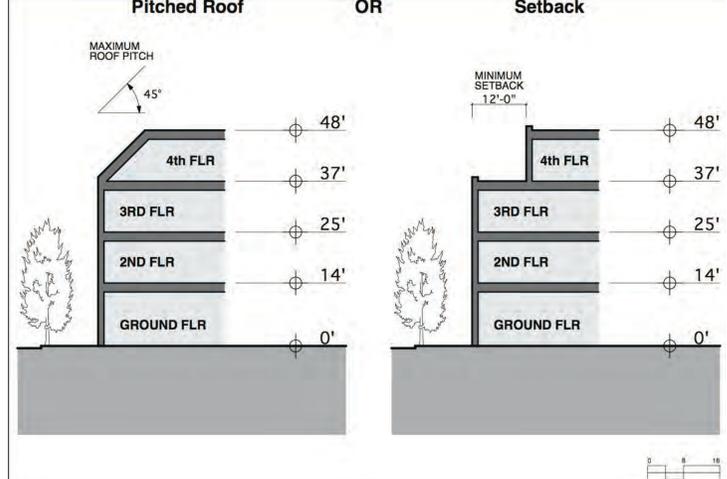
CONCEPT PLAN - Chestnut Street Business District



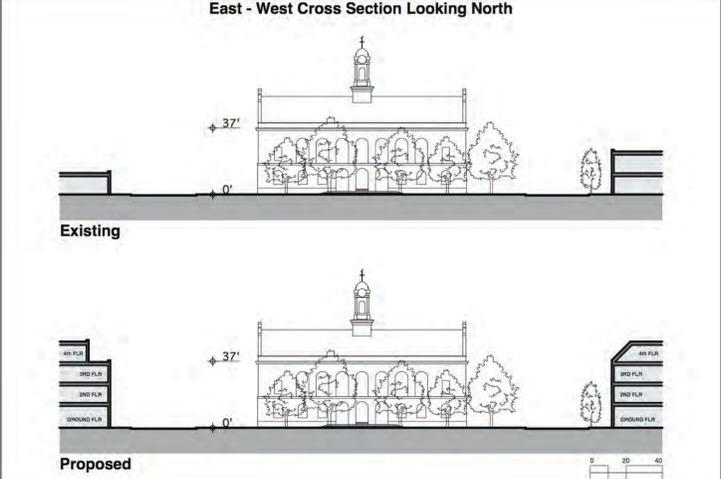
CONCEPT PLAN - Highland Avenue Business District



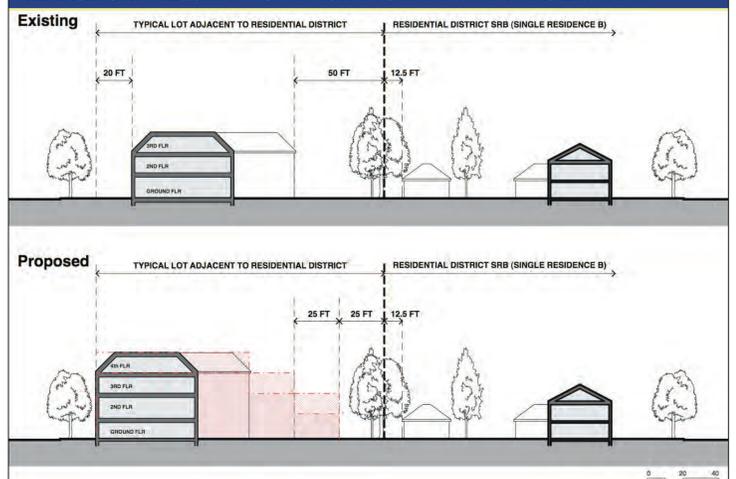
MAXIMUM STORIES / HEIGHT - 3+1 Stories



SITE SECTION - Town Common

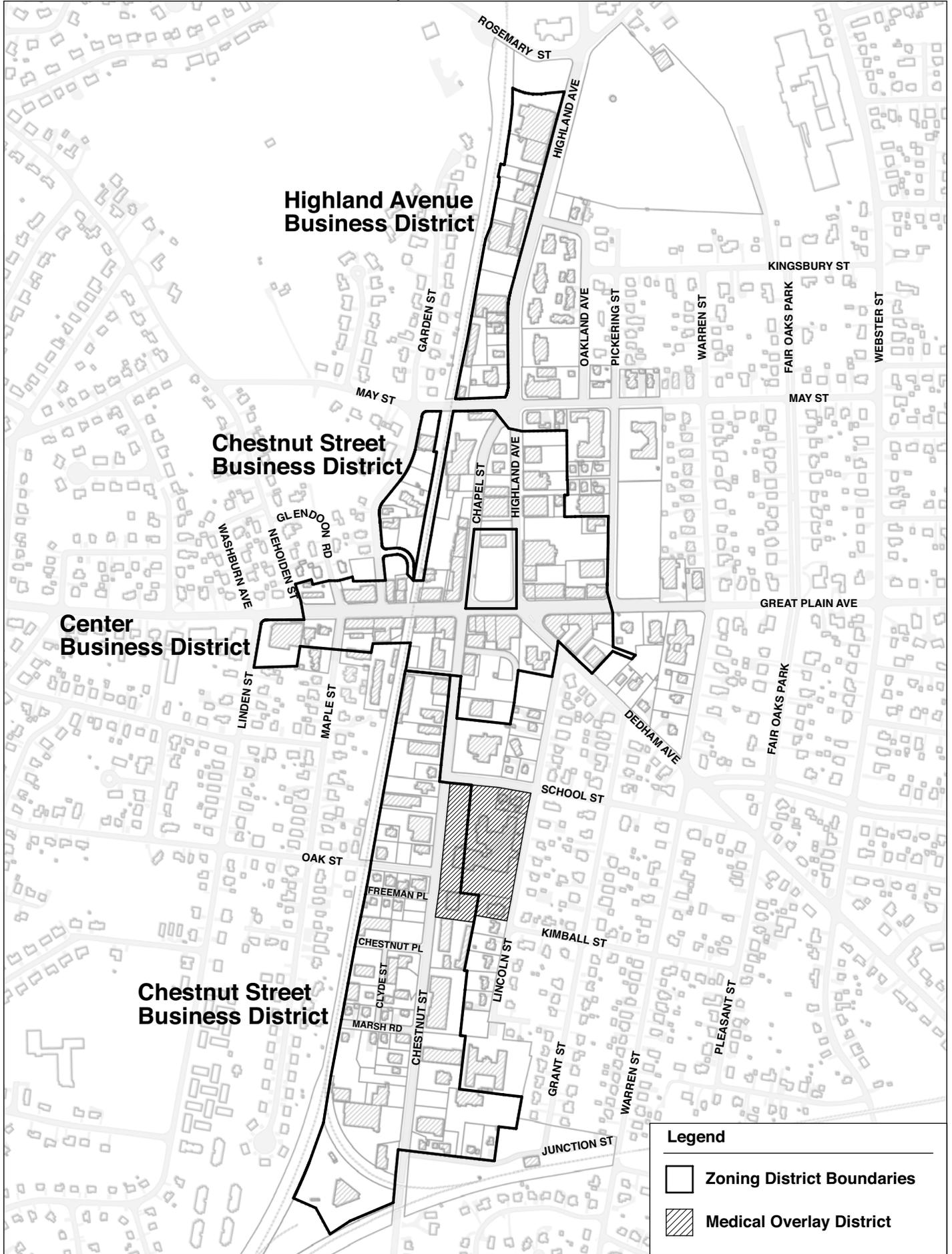


MAXIMUM HEIGHT - Setback From Residential District



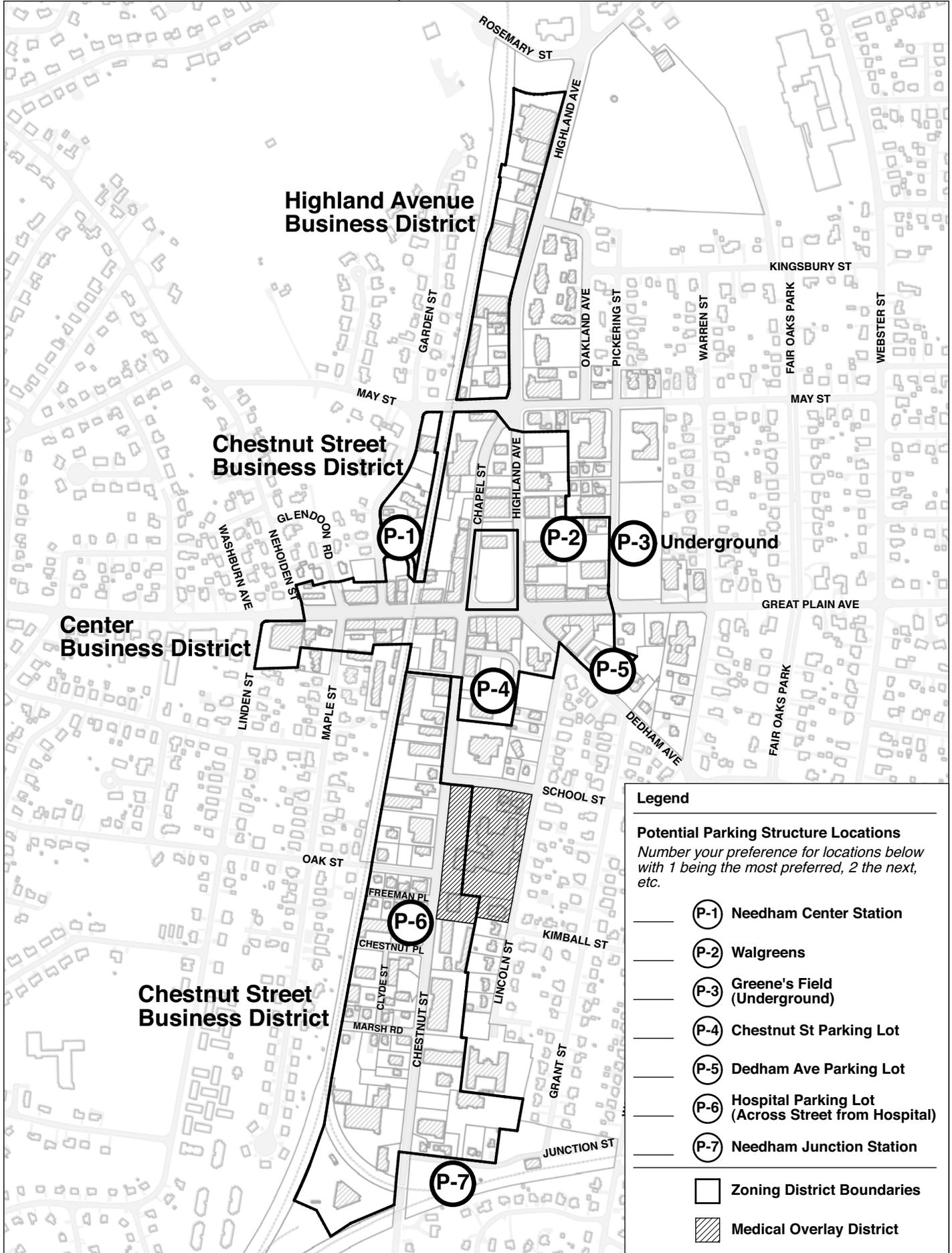
Study Area Map

Workshop No. 2 - June 25, 2007



Potential Parking Structure Locations Map

Workshop No. 2 - June 25, 2007

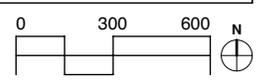


Legend

Potential Parking Structure Locations
 Number your preference for locations below with 1 being the most preferred, 2 the next, etc.

-  P-1 Needham Center Station
-  P-2 Walgreens
-  P-3 Greene's Field (Underground)
-  P-4 Chestnut St Parking Lot
-  P-5 Dedham Ave Parking Lot
-  P-6 Hospital Parking Lot (Across Street from Hospital)
-  P-7 Needham Junction Station

-  Zoning District Boundaries
-  Medical Overlay District



**NEEDHAM DOWNTOWN STUDY
WORKSHOP 2
Sign-In Sheet**

Name	Address	Email
STE FUGERE	40 SEABEDS WAY	
MICHAEL HEFFERNAN	99 WHITMAN RD.	Steve @ the game engine. com
Stephen Heffernan	"	nsimpson@cs.cmc.com
Neal Simpson	254 Second Ave.	
Martin Jacobs	36 Mayo Ave	
Susan McGarvey	66 Upland Rd	SusanMcGarvey@rcn.com
Mike Sokolowski	73 Chestnut St	mikes @ newton orieat@tugs.com
Eleanor Rosellini	1091 Greendale	efrosell@aol.com
Arthur Walitt	46 Charles River St.	arthur59@rcn.com
Diana Dülberger	226 Forest St- Needham	did_21@hotmail.com
Evan Wells	"	"
Suzanne Smart	25 ways Ave	susiesmart35@comcast.net
Deborah Robinson	27 Petrini Cir	hamiegoldin@yahoo.com
Deborah Robinson	164 Laurel Drive	drobinson@deborah.r.robinson
Pet Silverberg	22 Daves Ave. Medfield	news @ hometownwebtv.net
William V. Teobald	68 High St. Needham Hts	wvteobald@rcn.com
Julia Pransky	100 Maulgover Needham	sqpransky@comcast.net
Charlie Hurwicz	50 Booth St Needham	Charliehurwicz@yahoo.com
Debbie Schmill	29 Brauste Drive Needham	mannschmill@rcn.com
Rick Moran	DPW	20 Depot St. Needham
Joseph Borelli	VFW	

eath.net

**NEEDHAM DOWNTOWN STUDY
WORKSHOP 2
Sign-In Sheet**

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Walt & Mary McDippen	15 Highland St	
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Rob Sockell	611 Greendale Ave	150eko@comcast.net
Richard S. Cream	12 Gary Rd	rcrrem@comcast.net
Christina Koningisor		christina.koningisor@gmail.com
Caroline Jopp	35 Autumnwood Ave.	
Annette Hayell	116 Maple Street	ahayek@bigfoot.com
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Polly Atridge	59 Powers St.	polly.atridge@comcast.net
Paula Gawn Markhamaty	4 Laurel St.	tmasha@earthlink.com
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NICK RENZULLI	77 PURPERZ RD	NRENZULLI@COMCAST.NET
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Chris Ruff	193 Spaxford Rd	
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Richard Gatto	17 Rosemary St	gattoagency@verizon.net
Francoise FLOURENS.	198 Maple St.	francoise.flourens@exposite.net
PAWOL RENOR	32 CEMDISON RD	

