Downtown Revitalization Subcommittee

Tuesday, December 3, 2019 @ 6:00 p.m.

Location: Hall of Fame Room in Stoughton's Old City Hall (381 E. Main St.,)

Members present: Phil Caravello, Joe Crubaugh, Denise Duranczyk, Sharon Mason-Boersma, Peter McMaster, Alan Sheets, Jamae Ramsden
Members absent: Lukas Trow
Visitor: Peggy Veregin

Call to Order – made by Denise D.

Old Business – a motion was made to accept the minutes for the Downtown Revitalization Subcommittee meeting with one correction about acknowledgement of an absent member from the meeting, Joe Crubaugh. This will be added to the minutes of 11/05/2019. With this correction, a motion was made by Denise D. and seconded by Phil C. – motion was carried.
A group discussion took place for reviewing the outcome of information about downtown Stoughton compiled by Ayres Associates, Inc. taken from the Market Trends, Public Input meeting or Open House, and stakeholder's observations. Some of the examples of information discussed was focusing on "goods to people rather than people to goods" and ways to provide that to the public. One main theme was the desire to have a more "unified downtown" where a business association might want to be implemented in the future. Another focus that was discussed but not provided at length in the report was getting landlords involved with the managers/owners of retail stores and with current/future downtown housing projects – a definite need! It was commented that most people saw Stoughton as historic but wanted sustainability with additional casual restaurants and gathering places.

New Business - Peggy Veregin, Chair of Landmarks, discussed the feedback from the report and its impact on the issue of downtown historic preservation. She made comments about the report by stating that the technical language in the report might be difficult for some to comprehend – language used by a "planner" and not necessarily by a "layperson." She provided her comments of information from the report regarding Visual Preference Survey and different "topics" on pages 7, 18, 23, 26, 27, 28, 29, 30, 31, 32, 33, and 40 with detailed comments and specific questions (please see attached).
Peggy also discussed the topic of "murals" to be used to help the "look of the downtown" for various buildings and stated that murals cannot be used on any historic masonry except if it is already painted. If a mural was created, maintaining it would need to be discussed for upkeep. She added that the Landmarks Commission has wanted to fund landmark owner buildings for different repairs. Grants can be available for this. She added that at one time, Stoughton had the "Main Street Program" which was a significant resource to help provide assistance to smaller communities in the development of affordable housing undertaken in connection with a Main Street revitalization effort.

Denise D. mentioned that Jay Blue and Diane Williams, Ayres Associates Inc. will be attending the Downtown Revitalization Subcommittee meeting in January, 2020. Denise also distributed to each board member the map for the Stoughton Redevelopment Plan that was provided by Ayres Associates Inc. to designate project boundaries, redevelopment areas, parking areas, existing buildings, existing parks, and existing street trees. We will discuss this in January, 2020. Also was mentioned and encouraged to attend was the City of Stoughton, Dept. of Public Works open house for information presented on possible future projects for the year 2020.

Next Meeting: Tuesday, January 7, 2020
Motion to Adjourn – Sharon M-B made a motion to adjourn; Phil C. seconded the motion. Motion was carried.

Minutes written by Sharon Mason-Boersma