

MarketStreet Advisory Committee (MSAC)

Meeting Minutes

June 7, 2018

7:00 p.m. - 8:45 p.m.

Merritt Room, 600 MarketStreet

Attendance: J. Bayer, P. Parziale, S. Yerardi, W. McKenzie, A. Mitchell, J. Fleming, G. Covino, P. Doucette, J. Gioiso, D. Breen

Absent: R. Dalton, T. McClory, A. Ferullo, B. Charville

1. Chairperson Bayer, calls meeting to order
2. Agenda review, meeting goals and expectations
3. Vote on minutes from May 24, 2018 meeting
 - a. Voted and passed
4. Traffic Subcommittee shares final report on discovery findings and advisement
 - a. S. Yerardi, see memorandum
 - b. Committee Q&A and discussion
 1. W. McKenzie: What height speed bumps would work best?
 2. S. Yerardi: I think the first one is maybe 6" or 7" tall, the current one is only a few inches.
5. Subcommittee on Public Safety
 - a. D. Breen & J. Fleming presentation, see attached report
 - b. Committee Q&A and discussion
 1. W. McKenzie: The adaptive signal technology will not get rid of backups during peak times, it will improve it but not get rid of it
 2. D. Breen: It will definitely improve it or it will stop some of the backups from occurring in the first place, but during extremely high volume even the backup signal won't have any place to put the traffic.
 3. W. McKenzie: When creating a garage did you have any decision about where the garage should go?
 4. D. Breen: No but we will leave that up to discuss that. We put it in because we feel as though additional parking will alleviate some of the problems that occur during the holiday season.
 5. W. McKenzie: And these are recommendations that are right now even without the proposed theater?
 6. D. Breen: This report was concerning Market Street itself.
 7. G. Covino: There are obviously crashes in Lynnfield trended up generally consistent with society, my sense there are more crashes this year vs. last year.
 8. D. Breen: You'll have spikes especially some year when you have bad weather, snow storms and ice storms, traffic town wide has trended slightly upward but it's not consistent was with what is happening in this corridor.
 9. G. Covino: These numbers are 100% true, every picture is accurate, Market Street is a contributor but there is a bigger problem, traffic in general everywhere is a problem.
 10. D. Breen: Neighboring communities are growing as well and that traffic from Middleton and N. Reading travels through Lynnfield. People from other towns

use Main Street more often. Saugus has seen an increase in condos and apartment buildings. There are backups on Rt. 95 into Peabody. So it is a problem and we try to mitigate it as best we can.

11. P. Doucette: I think the issue is there is no way to completely solve the problem. I know a little bit about the sensors in adaptive signal technology and prices are coming down every day, it's the way of the future. Great recommendations, they may not solve the problem but they will make a dent in it and other than having people directing traffic they are great recommendations and why we shouldn't proceed with them.
12. D. Breen: Two things I would like to say, all this traffic can't be attributed to Market Street, we have a lot of people coming through this area. Traffic has always been an issue down here. John's father-in-law and I worked in the 90's to conduct traffic. Clearly Market Street has an affect on it but it's not the sole reason for traffic problems. And the second thing, according to the U.S. Department of Transportation, any signal that doesn't have an adaptive signal is automatically rated level D or worse which I found interesting. In my opinion our intersections through here are worse than level D.
13. G. Covino: What's the process in pursuing the adaptive signal?
14. D. Breen: It would be US DOT. I don't suspect state doing it anytime soon. They install at intersections with highest rate of accidents.
15. J. Bayer: Quick question about 1350, it's slated to be a medical building. Is it safe to say the hours of operation will be M-F, 9am-5pm type traffic based on the tenant?
16. D. Breen: Doctors can make their own hours, most have one late day, but I think it's a great use because most doctors see three patients per hour so we have an idea of what type of traffic. Urgent Care Facility is a different story, that will create a lot of runs for rescue trucks. People are going to urgent care when they should be going to an emergency room. By law Urgent Care has to call local ambulance, this will be a financial impact on the town. Lahey said there will be 100 trips/year but I don't find that accurate.
17. S. Yerardi: Hours of Urgent Care are 9a-8p M-F and weekends 8a-7p or 6p. I didn't think that was going to happen, I thought weekends were going to be free.
18. D. Breen: Great thing about Urgent Care is no need to make an appointment, they allow walk-ins which is hard to quantify the number of visits. Visits to Urgent Care facilities statewide are growing at a rapid pace.
19. J. Gioioso: Follow up to traffic report, accident rate prior to Market Street was low then shot up. Question in regards to more accidents. More dangerous intersection vs. a town our size to other towns. How do we fall in danger area on accidents?
20. D. Breen: I didn't pull data, I spoke to Chiefs from other communities and the impact only having 1 access point has. As far as access points at other malls, I think Peabody has five access points, Danvers has 6, Square One Mall has 3 or 4. I can't compare the accidents to those. But I can tell you that I was speaking to a trooper, the highest accidents rates are 114 interchange with 128, 93 interchange with 128 and Walnut Street with Rt. 1.
21. P. Doucette: I get the impression the back entrance on Audubon Road, there's not much we can do. My understanding the Town of Wakefield put that in place because the Town of Lynnfield did not want Fedex trucks making a right so as payback we cannot use Audubon Road

22. D. Breen: Yes there is discontent between Town of Lynnfield and Town of Wakefield.

- c. Vote on adoption of Traffic Subcommittee advisement
 - i. Voted and passed

6. Finance Committee update - Gene Covino

1. G. Covino: From Finance Committee prospect first thing we talked about was traffic. We talked about adaptive lights and what that would mean to a theater proposal and they would really like to see a comprehensive traffic plan. A traffic study was talked about a little bit. If the theater is the best use and going to be successful. Worry less about U turns and what is traffic doing to businesses here and how the cause and effect of traffic on business and tax revenue. Traffic is #1 concern and the reason is the financial impact. If theater fails what would the back up plan look like? Three, Five, Seven year plan, what does that look like for Market Street? Where is this going? Concerns, challenges, opportunities?
2. W. McKenzie: Members all realize years of gigantic growth, the new growth from Market Street have stopped, small amount of space left to develop so the town is not going to see that growth from Market Street and the Finance Committee isn't looking to Market Street for every revenue source.
3. J. Gioioso: Market Street tax revenue, most people ask whatever happened to tax relief and where is money going? Has anyone addressed this piece?
4. G. Covino: The revenue has significantly increased our commercial tax base. It's allowed us financial flexibility to take on many projects such as full day kindergarten, Centre Farm, fields project, technology in schools, and significant capital improvements. Taxes have not gone down but they would have gone up more or you wouldn't have these things. These decisions are decided at Town Meeting and everyone has a vote. It's pretty clear where the money has gone.
5. P. Doucette: No there were no tax cuts, none of the money from Market Street was ever earmarked for tax cuts, it was used for town development projects.
6. J. Gioioso: What happens going forward?
7. G. Covino: It's difficult to say going forward that Market Street is making 4 million dollars in revenue. Going forward the main thing is we made decisions to make enhancements.
8. P. Doucette: The known is we already got the bulk of the benefit from Market Street. The taxes are never going to go down, best you can hope they don't go up much.
9. G. Covino: You can't have your cake and eat it too.

7. Presentation of drafts of conclusions/recommendations on concerns related to potential theater proposal.

8. Expectations for next meeting on Thursday June 28, 7pm, Al Merritt Room, 600 Market Street
- a. Voting to adopt the advisement on concerns relative to a potential theater proposal.

9. Public Comment

- a. D. Basile, 15 Fernway: I have a general comment in the direction of G. Covino, sort of an idea, the hardest thing is explaining to citizens how the 2 ½ proposition works in terms of taxation. Town has a tax levy and it goes up by 2 ½ if somebody's property value drops then the money doesn't go away, it gets redistributed to everybody else. The same if somebody adds or increases the value of their property they pay more. Tax levy plus 2 ½ then adjustment. When you get to a huge property like this those redistributions can be significant.
- b. D. Miller: I'd like to reinforce what Sal said about speed bumps, they are working very well. The trick is to find a way to do it during the winter. In respect to Dave Breen, reinforce thoughts you had, my observation is part of the difficulty is the back up on Walnut Street to 128 and that is caused a lot by the way the cars are parked in Market Street. The traffic goes to the rotary and flows to the lights. The little helpers during Christmas season worked very well. With respect to the budget stuff, what Phil and Gene said, I think the perception by the people, and I was the moderator at the time this went through, is that they were promised as part of the sales pitch the tax rate would decline. What you are saying is true though, you might recall at other Town Meetings that they wanted to have dual budgets so they could compare and look at this vs. that. The selectman chose to ignore it there by taking away an observation at town meeting. It's confusing, it's 50 million bucks in three hours.

10. Adjourn