Pursuant to notice duly filed with the Town Clerk, the West Concord Advisory Committee (WCAC) held a virtual online public meeting at 7:00 p.m. via https://zoom.us.

Members present:
Amy Kaiser, Chair
Geoff Walton
John Cooley
Susan Mlodozeniec

Additional staff/committees represented:
Marcia Rasmussen, Director of Planning and Land Management

Public:
Amy Robinson, possibly interested in joining WCAC
Sue Felshin

The meeting was called to order at 7:01 pm by A. Kaiser.

- Discussion of possible revisions to West Concord Design Guidelines

S. Mlodozeniec shared her screen and began showing draft West Concord Design Guidelines “Preamble” document that she and A. Sussman from WCJCDC had co-authored. Comments contributed separately by A. Kaiser and J. Cooley had been added to the document.

One of J. Cooley’s comments in the document was about the confusion of West Concord’s town center being called “West Concord Village,” “West Concord Center,” and “West Concord Junction,” which all refer to the same part of West Concord (p. 6 of West Concord Design Guidelines, Diagram 1.5).

M. Rasmussen shared that the name “West Concord Junction” was preferred by the Mass Cultural Council when designating West Concord Junction as a cultural district. It communicated the town’s unique historical role of being a transportation hub.

The Committee agreed that the West Concord Design Guidelines “Preamble” document would refer to West Concord Junction consistently by that name as the area for which the design guidelines are written. The West Concord Design Guidelines “Preamble” document was further discussed by the Committee and edited directly in the draft document by S.Mlodozeniec.
Sue Felshin, member of the public, suggested adding language to the West Concord Design Guidelines “Preamble” that would protect sight lines to the Harvey Wheeler Community Center clock tower from being blocked by future new buildings.

J. Cooley asked whether the West Concord Design Guidelines “Preamble” document can limit more formula businesses from locating in West Concord Junction.

M. Rasmussen said that zoning rather than the design guidelines would do that and that West Concord Junction has not reached its limit on formula businesses yet.

- **Bike and Pedestrian Safety in the Junction Square Park**

  A. Kaiser shared her screen to show a letter to the Select Board about bike and pedestrian safety in Junction Square Park that she had drafted and shared separately with each committee member prior to the meeting. A. Kaiser edited the letter as Committee members made suggestions on how to adjust the wording.

  All Committee members voted to approve the letter to the Select Board about bike and pedestrian safety in Junction Square Park.

- **Liaison Updates**

  G. Walton is meeting with John Boynton next week to discuss how WCAC can help West Concord businesses.

  G. Walton asked if there’s an aligning group to bring together all the town committees that are helping businesses.

  M. Rasmussen said that the Economic Vitality Committee seems to be filling that role and that Debra Stark from Debra’s Natural Gourmet and Jen McGonagle from Joy Street are on that committee. Anyone is welcome to attend.

  M. Rasmussen said that she would introduce Alan Koder to Steven and Anna in the Rec department so he can liaise with them.

  S. Mlodozeniec said that the WCJCDC is applying for a grant from Mass Cultural Council. They would use the funds to design, print, and display a map of the businesses in West Concord Junction. They plan to make the maps available for free in West Concord shops and restaurants and possibly have a map displayed at an outdoor kiosk.

  S. Mlodozeniec also said that the WCJCDC would like WCAC’s help in supporting an initiative to fill the windows of unleased ground floor commercial space along Commonwealth Ave. with art. This would help artists get more visibility and would help unoccupied commercial space seem more inviting for lessors.
The Committee said they’d need more information about this initiative before committing to support it.

Adjourned at 8:45 PM.

Respectfully submitted,
Susan Mlodozeniec