

# Reading Bi-Weekly Update

## May 1, 2014

### Community Meeting

## Economic Development Action Plan



The Town of Reading has identified the need for an Economic Development Action Plan. The first step in this planning effort is to assess how we stack up to other communities in attracting and retaining local businesses. We invite any interested business owners or residents to participate in an economic development self-assessment. The Town of Reading has contracted with the Dukakis Center for Urban and regional Policy at Northeastern University to assist us.

Please join us for breakfast and take part in a community meeting on  
May 5 from 9:00 AM until 11:30 AM  
Peter Sanborn Place, 50 Bay State Road, Reading

Dr. Barry Bluestone, Director of the Northeastern University School of Public Policy and Urban Affairs will make a presentation on the Economic Development Self-Assessment Toolkit (EDSAT) that they have developed. Town staff will complete the EDSAT comprised of more than questions, prior to the meeting. Dr. Bluestone will lead the discussion and solicit input as part of the public review of the questionnaire.

The EDSAT will benchmark Reading's efforts to attract and better retain business investment as well as grow existing businesses. Your participation will help us collectively understand our strengths, weaknesses, opportunities, and threats. Through this self-assessment we can build on changes that are needed and then move forward with a plan to get us there.



## May 12<sup>th</sup> Public Forum on the Update of the Zoning Bylaw!

7:30PM at the Pleasant Street Center – 49 Pleasant Street, Reading MA

**Calling all Town Meeting Members, Residents, Property Owners, Business Owners and Interested Citizens. We need your input!!!**

This is the 3rd Public Forum on the Zoning Update presented by the Zoning Advisory Committee and we are still looking for valuable input as we revised regulations in the Zoning Bylaw!

Topics to be Discussed Include:

- **Accessory Apartments**
- **Aquifer Protection District**
- **Site Plan Review**
- **Medical Marijuana**
- **Signs**
- **Parking**
- **Non-Conforming**

More information can be viewed at the Project Website:

<http://www.vhb.com/readingzoning/>

If you have any questions contact:

Jessie Wilson, Community Development Administrator  
at [jwilson@ci.reading.ma.us](mailto:jwilson@ci.reading.ma.us) or 781-942-6648

# **Board of Selectmen Meeting**

## **Town Hall**

### **May 13 ~ 7:00 PM**



All interested businesses and residents are invited to attend the Board of Selectmen meeting on May 13 at 7:00 PM in the Selectmen's Meeting Room at the Town Hall. The meeting is going to be a Planning Session that will review Downtown Parking, Commercial Development, Bike and Pedestrian Planning, Complete Street Policy, and the South Main Street Roadway Diet. This will begin the discussion of how we are currently managing public parking areas including the 2 hour restriction and whether or not that needs to be revisited and this will be in the light of commercial development in the Downtown. Other commercial development trends will be discussed as well.

The Complete Streets Policy is going to be before the Board for adoption and this is a nationwide trend to plan for multi users of street. Complete streets are about creating a true multi-modal transportation network. Complete Streets are designed and operated so they are safe, comfortable, and convenient for all users - pedestrians, bicyclists, motorists and transit riders of all ages and abilities. The South Main Street Roadway Diet is a proposal to look at changing the roadway from 4 lanes to 3 with a turning lane down the center.

Many of our streets are overbuilt and can be difficult to cross safely. Our streets can be improved with the fundamental elements to provide multi-modal transportation.

Join the discussion as the Town evaluates how better to meet this new demand for multi streets by vehicles, bicycles, and pedestrians.

**Reading Lions Club 11<sup>th</sup> Annual**  
**Reading Friends and Family Day**



**Saturday June 14 ~ Birch Meadow Complex**

**Morning ~ FORR Kids Fun Run**

**Booths, food, crafts, games, entertainment (11:00-3:00)**

**There are still some spaces left so if you are a business owner or an organization you can be part of this very well attended event!**

**For more information or to register for a booth  
contact Nancy Jenney at 781-942-1059  
or [rjenney@comcast.net](mailto:rjenney@comcast.net)**

**Evening Fireworks!**



**Questions:** If you have any questions about all the activity going on around town... just ask and we will find you the answer!

**To subscribe to this Bi-Weekly Update:** Send an email request to [mknight@ci.reading.ma.us](mailto:mknight@ci.reading.ma.us) requesting that you be added to the Bi-Weekly Update.