



# Town of Reading 3<sup>rd</sup> Annual Economic Development Summit

## *Reimagining the Eastern Gateway (Walkers Brook Road Area)*

### Agenda

October 23, 2019

Reading Public Library

6:30-9:00 p.m.

- |             |  |
|-------------|--|
| 6:30- 7pm   | Opening Remarks from Senator Jason Lewis   |
| 7- 7:15     | Opening Remarks from Reading Select Board Member Mark Dockser  |
| 7:15-7:30   | Welcome/Overview of Economic Development in Eastern Gateway From Town Manager Bob LeLacheur and Assistant Town Manager Jean Delios |
| 7:30-7:35   | Introduction of new Town Economic Development Director, Erin Schaeffer   |
| 7:35 – 8:15 | Presentation on Eastern Gateway Conceptual Design Ideas by Gamble Associates   |
| 8:15-8:30   | Presentation on summary of scope of work by Green International Associates   |
| 8:30-9:00   | Facilitated SWOT Analysis/Community Conversation   |

The focus of this evening is imagining what could be in Eastern Gateway priority development area, which was identified in the Reading Economic Development Action Plan (EDAP) 2016-2022.

The initiatives presented at the annual Economic Development Summit, including design work by Gamble Associates and corridor research on circulation patterns are guided by the Reading Economic Development Action Plan (EDAP) 2016-2022. Recommendations from this Town plan regarding future planning and economic development in the Eastern Gateway are to:

- Adopt local policies and practices that will facilitate compact development and mixed-use in transit accessible areas
- Enhance walkability and connectivity within and between priority redevelopment areas
- Build community and activate public spaces through cultural economic development and placemaking initiatives
- Attract and retain existing local businesses
- Brand and market Reading to attract new investment and customers

We are looking forward to reimagining what might be possible.

For more information about this economic development summit or these initiatives, please visit the Town's Economic Development webpage <https://www.readingma.gov/economic-development> or contact Erin Schaeffer, Economic Development Director at [eschaeffer@ci.reading.ma.us](mailto:eschaeffer@ci.reading.ma.us).