

Master Plan Committee Meeting-6:30 PM, 08-06-2007, The Upper Deck-6 South Ocean Front

Attendees: Bob Straubel, Lisa Pearson, Leah Hill, Chris Reilly, Sue Brown, Larry Cuddire, Mary Cuddire, Don Egan, Rick Taintor, Isa Caan, Ed Hunt, Wayne Capolupo, Al Peterson, Lou Masiello, Dianne Masiello, David Holscher, Pratap Talwar, Buzz Constable, Tom O'Neil, Paula Moore, Barbara Ell, Walt Sidley, Lucille Sidley, Bobbi Klima, Berenice McLaughlin, Larry O'Brien, Louise Roberge, Cheryle Viti, Pat Beevers, John Haggerty, Jackie Haggerty, Ted Makarewicz, Henry Mackarewicz, Brenda Chouinard, Bev Gulazian, David Sheaffer, Ron Peredna, Janice Fisichelli, Dick McDonald, Sheila McDonald, Ellen Murphy, Virginia McCullough, Mark Sullivan, Tim Wilson, Kristin Wilson, Mike Zinn, Edna Marggraf, Peter Marggraf, Mike Zinno, Jeanmarie Tomaselli

Bob Straubel made the introduction: noted changes that have been taking place at the beach particularly condominium developments.

Rick Taintor: Have been working with the master Plan for a couple of months gathering input regarding the direction people think the Town should go. Now we are focusing on specific areas of the Town. Tonight's focus is the Beach Area.

Mixed uses, Infrastructure, Natural Resources, Economic Development.

Buzz Constable from RE Commerce introduced himself and came to listen to the comments and work to incorporating the types of topics the Town wants as they work with the land owners.

Key issues - What are the opportunities, positive trends, etc.

Ed Hunt - Property owner, business owner, selectmen: Erosion is a big problem and we need the State & Federal Government involvement to protect the beach ASAP. To lose it will be devastating to the property owners and the health of the Town. Protection has been talked about but not implemented thus far.

Ted Carroll - Two problems: Beach Road flooding and the access road to the beach itself.

Bob Straubel: Traffic is an area that is being reviewed; it will take a major undertaking to resolve the problems.

Jeanmarie Tomaselli - Agreed with Ed Hunt about erosion and the impact on the economics and natural resource. Feels if the area is disrupted due to the coastal storms it could be devastating. How does the zoning fit with the EPA grant? All for the proposed changes to the beach but lose the property later on due to a storm it will be a waste of money. More concerned about the environment and the shoreline than the money.

Bob Straubel: How many people are Beach property owners - the majority of the attendees – affirmative. How do you feel about this, more or less Government assistance?

Lou Masiello: State has accepted responsibility for beach management and should be in their hands such as sand replenishment, dune restoration. Storm emergencies have been the only attention thus far.

Al Pedersen: DCR plan is supposed to be completed by October for beach protection by the state. \$\$\$ becomes the next topic - how they plan to maintain the public beach accesses. It is very important what the Town wants to regenerate the Beach. This design needs to work with the environmental conditions.

Lou Masiello: This is a State Beach so it is important for them to take responsibility for funding the health and maintenance of the Beach. At least the draft plan will show progress.

There is Beach and marsh flooding - this needs to be considered also.

Larry Cuddire: Army Corp's dredging plan should be a part of the Master Plan - so the sand goes where the need is.

Rick Taintor: How is the sea-level change going to affect the Beach? CZM is working on erosion maps to show the impacts.

Don Egan: We should analyze the impact of the jetty on erosion. The marsh is an overlooked resource which should be recognized and implemented in the master Plan.

Bob Straubel: This needs to be a comprehensive, well thought-out plan so one element does not negatively affect the other. Since it involves Town/State/Federal Governments it can become along, drawn-out project.

Individual dune restoration - what would the Town like to see? (Paving, etc. are important topics that the Con Com addresses) Public Beach Access documentation necessary.

HOT TOPICS

Dune Restoration, Traffic, Parking for the future, infrastructure (power, water, sewer, fire station centrally located).

Lou Masiello: If you look at the entire overlay district there are varying needs from roads, sidewalks, etc. How is the best way to address these topics?

Bob Straubel: Improvements are going to cost money.

Don Egan: Relocation of the police station. Bob Straubel: Satellite station for police & fire stations due to general access, beyond traffic.

Sue Brown: Fire has the quickest response time, they respond first.

Lou Masiello: Beach area lacks playgrounds for children. (Similar to the reservation) The skate park is different this would be for younger children.

Lisa Pearson: Baseball field location - how well would that location serve?

Beach Beautification - Town should look at regulations that prevent from improvements from being done. Many of the problems are bureaucratic which prohibit beautification progress.

Lisa Pearson: Other beautification projects are working (benches, etc) and we need to consider handicapped access.

Lou Masiello: Some of the Beach Accesses (#2 in particular) is being worked on.

Rick Taintor: What are common sense opportunities that have not been addressed?

Cable Avenue - speeding. Neighbor got a petition for speed bumps. Walking is dangerous on Cable Ave.

Rick Taintor: Is speed typically a problem on the streets?

Yes it is a problem on NE Blvd.

Wayne Capolupo: Lack of public restrooms - there is only one and not well located.

Sue Brown - are there restrooms in businesses? There is one but there is a charge.

People are looking for Showers as well. There was a bath house back in the 70's.

Bob Straubel: What is the group's vision - how would people like to see it look?

Lou Masiello - Licensing should be changed to encourage restaurants as well as bars - too many bars. This would change the image.

The Frolics drew a good crowd, stars, etc.

Bob Straubel: Most people would not be opposed to licensing changes to diversify the patrons to more restaurants with adult beverages rather than the other way around.

Trash is on the curbs 7-days a week due to private trash pickup.

David Schaeffer: It has been limited to two-days.

Lou Masiello - Biggest Board of health complaint is trash. There is a barrel count ordinance; enforcement is difficult for one individual. Rentals are a problem if the tenants are instructed what to do. Surcharge on the tax was override proposed and failed. Town ordinance is 24-hours before pick-up. It should be the landlord's responsibility.

Al Peterson: Bond bill to input \$\$\$ for the sidewalk from the church to the beach. Funding from the bond bill never gets to this project. If added to the Master Plan it could put pressure to get the \$\$\$ and build the sidewalk.

Lisa Pearson: Where are the 1-10 locations that sidewalks are needed? Railroad has them but are falling apart, Cable, Central, NE Blvd. Sidewalks are important to people.

Lou Masiello: Through new developments regulations can be enforced on the projects to get the sidewalks. A benefit would be enforcing the parking.

Don Egan: Satellite library, public transportation to the reservation.

Bob Straubel: Ferry service has been discussed as part of the Master Plan.

Lou Masiello: Pier would be a very nice addition.

Larry O'Brien Harbor Commission: They are developing a plan ~3-4 years. Urban Harbors Institute UMass is aiding in developing the plan and looking at channels and rivers. Could these be connected for kayaking and other recreation? The research has been extensive, the problem is attendance. Discussions have been held with the Selectmen. They have prioritized what should be worked on and what are the goals. The list is available and has been discussed with many people but again, interest is very weak. This plan is a requirement of the Town Bylaw and is ready to be implemented into the Master Plan. The Harbor Commission is happy to share information and is encouraging involvement.

Wayne Capolupo: Rumors about independent ferry service - are they true? Larry: No known independent Plans. Wayne: Check with Newburyport, there could be some truth to the rumor.

Isa Caan: Think about how you market what you think of.

Most people want to see improvements, but for so long, nothing to speak of has been done. It is very difficult and too many arguments are necessary to get anything improved.

Bob Straubel: Let's face it, it takes money to do things but people do not want to see their taxes raised. Somewhat advocating more taxes in the effort to get some of the necessary projects and improvements done.

San Francisco the streets are washed - simply get people to pick up after themselves would make huge improvements. How do you get the awareness level raised? It will be more desirable if the cleanliness level is raised.

Lisa Pearson: Several groups are working on the beach beautification. Encourage: get involved. Weeds are growing everywhere; people cannot do the clean-up alone.

Lisa Pearson: Individual property owners are getting more involved.

Louise The Upper Deck Manager: She hears "what happened to Salisbury" and she answers "look how it is improving" - use the Sand & Sea festival as an example of how the beach should be run all year long. It is very important for people to be positive about Salisbury and be active in making it better while we wait for bigger things to happen. Constantly calls the DPW for trash removal, etc. People say "it is not happening", "why are there no restaurants", "look at all the trash". I don't want to hear people say Salisbury is dump; we need to individually be sure to convey the positive elements and do what we can as individuals as we visit. Show some pride in the Town. Call the cops on kids that are not behaving properly and so on. It needs to look great before we can publicize it as "cleaned up".

Leah Hill: Aspects of how the trash affects not only the visual element but the environmental effects. Competition between businesses to better the beach could benefit the overall cleanliness.

Louise: Businesses could hand out bags for trash to help keep the beach area clean.

To hear the negative comments encourages people to pick up trash and clean up. Reference Marginal Way/Ogunquit - people are friendly and kind. Make it easy for people to conduct business and work with the business owners rather than difficult. Look at the negative and understand what to improve. There is commentary in outer areas that discourages people from doing business (restaurants in particular) in Salisbury.

Lou Masiello: Sand & Sea cleanliness - the beach merchants and the DPW accepted responsibility for the cleanliness for the festival. The business owners need to band together and accept this responsibility. Perhaps there needs to be a component in the plan to address this.

Don Egan: The business improvement district (BIDs) is a funding tool to help implement these controls.

Run down properties - how can the land owners be forced to take care of them?

Lou Masiello: The board of health has some limited jurisdiction if people are living in unsafe conditions but no authority over someone that is keeping their property visually appealing.

Lisa Pearson: Please sign up for the email list and send comments, check out the website:
<http://www.salisburyma.gov/boards/PBmasterplan.html>

Meeting Adjourned at 8:00.