TOWN OF ARLINGTON
DEPARTMENT OF PLANNING and
COMMUNITY DEVELOPMENT

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MEMORANDUM

To: Arlington Select Board
From: Kelly Lynema, Former Assistant Director
Date: May 18, 2023
RE: Arlington Chamber of Commerce gift of Minuteman Bikeway wayfinding signage

In 2021, Arlington, along with Lexington and Bedford, developed a Local Rapid Recovery Plan (LRRP) for Bedford Center, East Lexington, and Arlington Heights. The LRRP was a grant-funded plan to support local businesses in light of the impact of COVID-19, and focused on recommendations to better connect these business districts with their common asset: the Minuteman Bikeway. A key recommendation of the LRRP was to develop a wayfinding program to direct Bikeway users to the adjacent business districts. This recommendation was echoed in the award-winning Minuteman Bikeway Planning Project (2022), which recommended a corridor-wide project to modify and update wayfinding signage along and adjacent to the Bikeway.

In 2022, Bedford, Lexington, and Arlington were awarded a REDO Grant from the Middlesex 3 for implementation of the wayfinding project within the three commercial districts studied in the LRRP. The key purpose of the wayfinding project is to support the vitality of local business and encourage economic development within the three communities. The Department of Planning and Community Development has worked with the Arlington Heights Business District to obtain comments and approval of the Heights wayfinding signage, and has collaborated with the other two communities and our consultant, Jeff Dawson, to develop a cohesive wayfinding package.

More recently, the Arlington Chamber of Commerce has received an earmark for economic development activities. Beth Locke, Executive Director of the Chamber of Commerce, has offered to dedicate a portion of the earmark to extending the wayfinding signage to Arlington Center and East Arlington. Through implementation of this project, the Bikeway will benefit from a consistent branding, identity, and wayfinding system from Arlington through Bedford, and more importantly, local businesses will benefit from Bikeway users' increased awareness of the proximity of local shopping and cultural amenities.

The Director of the Department of Public Works has agreed to coordinate staff for the installation of the signage after fabrication is complete. Notably, between the REDO Grant and the Chamber of Commerce's gift of the additional signs, the cost to the Town to complete this project is exclusively in staff time. No additional Town funding is required.

On behalf of the multiple staff at DPCD who have supported this project, our project partners in Lexington and Bedford, our local business districts, and the Arlington Chamber of Commerce, I respectfully request that the Select Board accept this donation.