



Downtown Update

A Publication of the Department of Community Development
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Here's What to Expect Around Town:

- **Farmer's Market** – every Thursday, 12:00 – 6:00, Church of Atonement grounds (through 10/13)
- **Paving Projects** – Washington Street, work begins Wednesday, 9/19
- **ArtWalk Westfield** – Friday, 9/21, 5:00 – 7:00 pm downtown
- **Crime Free Multi Housing Meeting** – 6:00 pm 9/27, Shaker Farms CC. See <http://www.cityofwestfield.org/CivicAlerts.aspx?AID=862> for details.
- **Big Rig Day** – Saturday, September 29, 11:00 – 1:00. Join the G+E as they kick off Public Power month. Located in gravel lot, Elm Street.
- **Pumpkin Fest** – October 13, 12:00 – 6:00. Festivities will continue on Elm Street from Franklin to Broad Street. See www.westfieldonweekends.com for more information.
- **Haunted Westfield** – October 13, Westfield Womens Club, 1:00 show, 6:00 dinner and 8:00 show. Fundraiser to benefit the Westfield 350. www.westfield350.org
- **City Wide Open House** – Saturday & Sunday, October 13 & 14. See www.buywestfieldnow.net for details.



Downtown Parking

With the academic year now upon us, downtown parking lots have begun to fill with cars. This year, the City has issued 50 parking permits for Westfield State University residents of Lansdowne Place. These students are restricted to parking solely in the Gravel Lot, which is accessed by Church Street.

Maintaining orderly parking in the Gravel Lot remains a challenge, as there is no striping. The Off-Street Parking Commission asks all lot users to be respectful of other parkers by maintaining adequate but not excessive distance between cars. Additionally, **please be observant and considerate by maintaining sufficient travel lanes to allow other cars to exit the lot.** The City is working with the DPW to identify some way to mark lanes so that cars do not get “boxed in.” In the meantime, treat others how you wish to be treated.

Big Rig Day

Parking will be limited in the Gravel Lot on **Friday evening, September 28th through Saturday afternoon, September 29th**, as the Westfield Gas & Electric hosts a “Big Rig Day” Saturday morning. Individuals will be allowed to use all other municipal lots on Friday night and Saturday to accommodate this event.

BIG RIG DAY

SEPTEMBER 29
11 AM-1 PM
ARNOLD STREET LOT

INCLUDING VEHICLES FROM:
THE WESTFIELD FIRE AND POLICE
DEPARTMENTS, 104TH FIGHTER WING,
AND DEPARTMENT OF PUBLIC WORKS





WESTFIELD- Mayor Brian P. Sullivan and Westfield Gas + Electric General Manager Dan Howard unveiled the product of a months-long marketing partnership: GoWestfield. The goal of the partnership is to communicate to people outside the region that Westfield is an attractive location to grow your business.

In partnership with Westfield Bank and the Greater Westfield Chamber of Commerce, the GoWestfield marketing campaign includes unique branding, the GoWestfield.com website, a promotional video and advertising in regional outlets and industry journals. Check it out at www.gowestfield.com

The GoWestfield team will be venturing out into the business community to obtain your feedback. They will be conducting focus groups to discuss what you believe makes Westfield attractive to business, as well as what we can do better to market ourselves. If you are interested in participating, please contact Joe Mitchell, Director of Economic Development at 642-9028.

First Time Homebuyers' Initiative

The City of Westfield, through its Office of Community Development, announced it will begin accepting applications for a First Time Homebuyers' Assistance Program. The downpayment assistance program, which was recently approved for funding by the City Council, will provide 3% of purchase price, not to exceed \$5,000. The program is limited to families earning less than 80% of the Area Median Income. Details here: <http://www.cityofwestfield.org/CivicAlerts.aspx?AID=846>

By providing prospective first-time homebuyers with a down payment assistance program, the City aims to achieve three basic goals. First, we hope to keep local renters in our community by providing an opportunity for personal economic opportunity; second, we believe this program will help moderate income buyers to more effectively ease themselves to homeownership by reducing the burden a down payment can cause, leaving a reasonable level of cash reserves to address the inevitable challenges homeownership presents; and third, it provides the Westfield market with a new segment of potential buyers.

Beneficiaries of the program will be subject to the same rigors any prospective homebuyer would face relative to loan underwriting. We are requiring that all borrowers complete a certified homebuyers' education course and qualify for a fixed-rate primary loan from a traditional lender.

These funds will also be protected by recording mortgages at the Registry of Deeds. The mortgages, which will be subordinate to a conventional mortgage from a bank or lender, will require repayment should the homebuyer sell the home prior to the expiration of a five-year affordability period.



Share your ideas. How can the City help your business thrive? Are there new policies you would like us to explore? Please contact us if there is something you'd like to see changed. We are open to attend meetings you organize or meet one-on-one with you to discuss your concerns.

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