

City Strategic Plan Goal 1 Comments
December 3, 2009

I taught development for ten years at Wellsley College and the Graduate School of the City University of New York. I also was Assistant United States Trade Representative for Trade and Development at the White House for ten years. With this experience, I must say I was dismayed by the draft plan's proposal that we should have fast food carts at Market Square and a carousel on the waterfront. With this approach why not propose tattoo parlors and more t-shirt shops.

Old Town's comparative advantage is its ambiance. Turning it into a mini-Ocean City will not bring folks to town that will spend money. If food carts would be a draw, why has the waterfront food pavilion failed? Better to extend the hours of the Market Square market. This is the oldest continuous market in the country.

But it is not keeping up with competition. Why? It is administered by General Services which has a regulatory frame of mind and which often acts in an arbitrary manner. It would help to put Parks and Recreation in charge which might be more entrepreneurial and promotional in administering the market.

On the weekends Old Town is very congested in nice weather. We don't need more people. We need to attract people who will spend. In this regards, foreign tourists visiting the area should be targeted.

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