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# Kelley's Corner Steering Committee

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## *Meeting Minutes – 9 April 2014*

These are the meeting minutes from the Kelley's Corner Steering Committee of the Town of Acton, Massachusetts. The meeting took place on 9 April 2014 at the Acton Town Hall.

The meeting was called to order at 7:40 pm by Andy Brockway.

Present: Andrew Brockway, Bonny Nothern, J D Head, John Sonner, Larry Kenah, Margaret Busse, Peter Darlow, Rob Bukowski

Not Present: Eric Solomon

Planning Department: Roland Bartl

## Meeting Minutes

### Attendees

All members of the committee except Eric Solomon attended the meeting.

The Cecil Group team was represented by:

- Steve Cecil – The Cecil Group – Project Director
- Ken Buckland – The Cecil Group – Project Manager
- Erica Guidoboni – Greenman-Pederson, Inc – Traffic Engineering

Kat Hudson, vice chair of Acton 2020, and Vincent Cuttone, an owner of some of the Kelley's Corner property, also attended the meeting.

### Committee Business

The minutes from 12 March 2014 were approved.

Andy Brockway was unanimously elected to chair the Kelley's Corner Steering Committee (KCSC).

There was a brief discussion about the e-mail from Bell Choate representing the Acton Historical Society (AHS) about including the AHS as a stakeholder in the Kelley's Corner Improvement Initiative. We agreed that the AHS was overlooked and both the committee and the consultants will include AHS in future communications with Kelley's Corner stakeholders.

### Presentation by Cecil Group et al.

The slides presented by Ken Buckland and Erica Guidoboni can be found in the [town document repository at this location](#).

### Traffic Studies

Erica Guidoboni provided a brief update on the traffic studies that were conducted during the first two weeks of April. Traffic volume was measured using both cables across the road and cameras. As illustrated by the map contained in the presentation notes (slide 4), there were three time periods of interest.

- 6:30 am to 9:30 am on weekdays
- 2:00 pm to 6:00 pm on weekdays
- 11:00 am to 2:00 pm on Saturdays

Cables across the road measured traffic volume for 96 continuous hours. (The volume measurements along Route 2 itself and on the Route 2 entrance and exit ramps require additional agreements with Mass DoT and have not yet been completed. The Route 2 counts will be conducted independent of the larger data collection effort.)

The results of these counting exercises will be presented to the committee at its May meeting.

During the presentation on traffic, there were a couple of questions that surfaced.

- What is the impact of the South Acton Train Station on Kelley's Corner traffic?
- What will be the traffic impact of improvements to the station?
  - The initial educated guess is that there will be little impact because there is no dramatic change in the number of parking spaces.
- Are there any changes on the horizon that will affect Kelley's Corner traffic?
  - This question is addressing large scale changes such as the departure of Digital Equipment Corporation from Maynard.

### Existing Conditions

Ken Buckland's presentation was divided into several parts. The first focused on existing infrastructure using pictures of existing conditions of roadways, parking areas, and sidewalks.

### Market Analysis

A set of slides examined the office and retail market positions of Acton relative to nearby neighbors and the region as a whole. One interesting piece of data was average rents in Kelley's Corner and in West Acton.

- Kelley's Corner office space is currently leasing for \$15/SF.
- Rents in West Acton in low-mid-\$20s, and range from 150 SF to 750 SF.

### Susceptibility to Change Analysis

The final set of slides (33 through 47) looked at *susceptibility to change*. While this analysis does not indicate what should change, it does provide the committee with valuable data when choosing areas of focus. The analysis took us through a series of slides that looked at the Kelley's Corner properties from several perspectives.

- Total assessed parcel value (\$)
- Land area per parcel (SF)

- Land value per SF (\$)
  - Land values are higher for smaller lots.
- Building value per SF (\$)
  - Newer buildings have highest values
- Floor area ratio (FAR) per parcel
- Floor area ratio per use group
- Ratio of building to land value per parcel
- Ratio of building to land value per use group

These numbers are combined to assign a relative score to each parcel. As the map on slide 46 illustrates, the two areas with high susceptibility to change are

- K-Mart parcel including parking area and site formerly occupied by McDonald's
- Plots in southeast corner of Kelley's Corner currently occupied by the Goodyear building and the childcare facility

The discussion that took place during this part of the presentation included

- Aggregation of parcels
  - Larger parcels are more flexible
- Emphasis is on susceptibility
  - The committee may make other choices than the parcels of land singled out by this analysis.

## Preparation for May Open House and Workshop

There are two public events scheduled for early in May.

### Public Workshop

Wednesday, May 7, 2014

7:30 pm to 9:30 pm

Parker Damon Cafeteria

McCarthy Towne School

### Open House

Saturday, May 10, 2014

9:00 am to 11:00 am

Parker Damon Library

McCarthy Towne School

The Cecil Group has two goals for these public meetings.

- Tell people what it has learned so far
- Better understand what the public wants.

On this latter point, Steve Cecil wanted to get a better understanding of visual preferences. How proposals are presented can be as important for acceptance as what is being presented.

These public meetings will be "filmed" by Acton TV.

The committee discussed several venues for publicizing these meetings including banners across the roads in "the usual places", articles in The Beacon, and publicity in online publications (Acton Patch and Acton Wicked Local).

### **Next Meeting**

Andy Brockway recommended that the committee spend some time at the end of its next meeting looking at evaluation criteria for proposals.

### **In Closing**

The meeting adjourned at 9:35 pm.

These minutes were recorded by Lawrence J Kenah.