

Kelley's Corner Steering Committee

Meeting Minutes – 17 June 2015

These are the meeting minutes from the Kelley's Corner Steering Committee of the Town of Acton, Massachusetts. The meeting took place on 17 June 2015 in Room 126 at the Acton Town Hall.

The meeting was called to order at 7:14 am by Andy Brockway.

Present: Andrew Brockway, Eric Solomon, J D Head, Kat Hudson, Larry Kenah, Margaret Busse, Peter Darlow

Not Present: Rob Bukowski

Board of
Selectmen:

Planning Department: Kristen Guichard, Roland Bartl

Other Attendees

There were no other attendees at the meeting.

Meeting Summary

This was another of our early morning meetings with just committee members, no consultants. We addressed two aspects of the draft plan being written by The Cecil Group.

- The committee's primary responsibility for content is to ensure that key messages are emphasized and supported by the remainder of the plan.
- The committee will work with the consultants on when and how the contents of the plan will be released. The culmination of the plan release will be the public meeting scheduled for 21 September 2015.

Kelley's Corner Draft Plan (2)

Near-Term Schedule

- The draft plan will be delivered from the consultants to committee members early in the week of 20 July 2015.
- This will allow committee members a little time to review the draft plan before the 22 July 2015 meeting.

Design Review Board

The Design Review Board (DRB) drafted a set of comments on the Design Guidelines. Because this item was not explicitly called out in the meeting agenda, discussion of the DRB letter was postponed until the next KCSC meeting (15 July 2015).

Planning Board

There was a brief discussion about the enhanced review role proposed for the Planning Board (PB). The current PB is having difficulty attracting new members. This additional review responsibility is one attempt to elevate the role played by the PB.

Key Messages

The theme of messages ran throughout the meeting. Key points are summarized here.

- The proposed changes will give the town more control over future development but there are no guarantees.
- The proposed zoning changes will enforce the key ideas contained in the design guidelines.
- Redevelopment implies mixed-use development.
- Messages should stress how the proposed changes provide more value to property owners.
- The Cecil Group, using their experience with similar issues in other towns, can help us with message content and delivery.

A message that seemed to resonate with committee members was the following.

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| Create a sense of place through community empowerment |
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We included the following aspects of message delivery and acceptance.

- Concentrate on the short term but do not forget the long term
- Make sure that the right people attend Fall Town Meeting

Message Delivery

There was a brief discussion about how certain peripheral aspects of the proposed zoning guidelines (four story buildings, for example) have been emphasized by others, diverting attention away from the central messages of the proposed plans. Are there steps that the committee can take to anticipate and respond to such messages earlier in the delivery cycle?

Homework Assignments

- Kat Hudson and Margaret Busse will develop draft messages and present them at the next meeting.
- Committee members will review the DRB letter for discussion at the next meeting.

Meeting Minutes (2)

Minutes were approved from the following meetings.

- 9 April 2015
- 22 April 2015
- 4 June 2015

Administrative Updates (3)

Upcoming KCSC Meetings

- The committee will have yet another early morning meeting on 15 July 2015 at 7:00 am.

- The committee will next meet with the consultants on 22 July 2015 at 7:30 pm.

Upcoming Public Meetings

- The next public meeting is scheduled for 21 September 2015.
- Fall Town Meeting, where zoning proposals for Kelley's Corner will be presented, is scheduled for 10 November 2015.

In Closing

The meeting adjourned at 9:00 am.

These minutes were recorded by Lawrence J Kenah.