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CAPE COD
COMMISSION

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Minutes

Meeting

Cape Cod Commission

First District Courthouse • Assembly of Delegates Chambers
3195 Main Street, Barnstable, MA 02630

October 13, 2016

The meeting was convened at 3:00 p.m., and the Roll Call was recorded as follows:

Town	Member	Present
Barnstable	Royden Richardson	✓
Bourne	Richard Conron	✓
Brewster	Elizabeth Taylor	✓
Chatham	Michael Skelley	✓
Dennis	Richard Roy	✓
Eastham	Joy Brookshire	Absent
Falmouth	Charles McCaffrey	Absent
Harwich	Jacqueline Etsten	✓
Mashpee	Ernest Virgilio	Absent
Orleans	Len Short	✓
Provincetown	John Krajovic	✓
Sandwich	Harold Mitchell	✓
Truro	Kevin Grunwald	✓
Wellfleet	Roger Putnam	✓
Yarmouth	John McCormack, Jr.	✓ <i>(left at 4:40 pm)</i>
County Commissioner	Mary Pat Flynn	✓
Minority Representative	John Harris	Absent
Native American Rep.	David Weeden	✓
Governor's Appointee	Vacant	Vacant

The meeting of the Cape Cod Commission was called to order on Thursday, October 13, 2016 at 3:00 p.m. in the First District Courthouse, Assembly of Delegates Chambers, 3195 Main Street, Barnstable, MA. Roll was called and a quorum established.

■ **SUMMARY OF ACTIONS TAKEN/VOTES:**

Approval of Minutes: The minutes of the August 18, 2016 Commission Meeting were approved by a unanimous vote.

Convention Data Services Headquarters Public Hearing

Following presentations, testimony and discussion the Commission voted unanimously to adopt the draft written Development of Regional Impact (DRI) Scoping decision for the project recommended by the Commission's Committee on Planning and Regulation that the applicant may proceed with local permitting for the project without further DRI review, subject to the findings and conditions in the DRI Scoping Decision.

Regional Policy Plan Update

With the use of PowerPoint slides Executive Director Paul Niedzwiecki, and Chief Planner Sharon Rooney described staff's current and future work and provided an update on the review process for the five-year update of the Commission's Regional Policy Plan.

■ **MINUTES**

The minutes of the August 18, 2016 Commission Meeting were reviewed. Jack McCormack moved to approve the minutes. Richard Roy seconded the motion. A vote called on the motion to approve the minutes passed with a unanimous vote.

■ **EXECUTIVE DIRECTOR'S REPORT**

Executive Director Paul Niedzwiecki said Commission staff have started discussions with the Town of Barnstable regarding the Hyannis Regional Economic Strategy Executive Team (RESET) project and he will provide members with an update on that. He said he and Barnstable County Administrator Jack Yunits have begun meeting with Boards of Selectmen.

■ **CONVENTION DATA SERVICES HEADQUARTERS #LR16018**

Chair Harold Mitchell read the hearing notice and opened the hearing at 3:05 p.m.

Attorney Sarah Tuano-Flores, with the law firm Nutter McClennen & Fish, said the project before the Commission has been through an extensive scoping process with Commission staff. She said hopefully today the Commission will vote to adopt the recommendation by Commission staff and the Committee on Planning and Regulation. Attorney Tuano-Flores introduced project team members John Kimball, Robert Douglas, Greg Siroonian and Jack Landers Cauley.

John Kimball, CEO/President of Convention Data Services (CDS), described CDS as a Bourne-based company that provides management solutions for national and global events including registration, technology-based software, exhibitor leads, data management, attendee engagement, marketing and analytics. He said CDS is a services organization that provides full service call centers, website development, exhibitor materials/production and mail houses for associations that hold events/conventions. He said CDS begins with attendees registering up until they check-in as well as set-up management in convention halls; CDS handles all aspects of the event. He said as a services organization they are able to maintain a high-quality workforce on Cape Cod at the CDS headquarters at 107 Waterhouse Road.

Attorney Tuano-Flores said CDS employs approximately 160 people at the Waterhouse Road site and CDS has outgrown its existing building. With the use of PowerPoint slides she referred to a site overview and said the site is part of a six-part subdivision and the applicant is proposing to combine lots 2 and 3 into lot 7. She described

the previously developed site known as the Bourne Technology Park and the existing conditions with regard to the steel structure and said there has been extensive clearing on the site. She described the proposed development for the site and said the proposed vegetation plan will enhance views from MacArthur Boulevard. She said the new headquarters will be approximately 27,210 square feet and the redevelopment includes 153 parking spaces, an alternative denitrifying wastewater treatment system, roof-mounted solar panels, a new storm water management facility including a biofiltration system and rain gardens proposed for the site, interior lunch room and exterior recreation space/patio for employees. She said the building will be contemporary in design and they want to adopt the same existing transportation demand management plan used across the street. She said the project is a limited review under Section 5 of the Commission's Enabling Regulations which allows for a Limited DRI Scoping process. She said Commission staff has determined that the project does not deviate from Regional Policy Plan (RPP) standards and there are no significant impacts. She said the recommendation is supported by the Committee on Planning and Regulation (CPR) and recommends that no DRI review is required. Attorney Tuano-Flores said this is the type of project that is encouraged for Cape Cod and she thanked Commission staff for their work on the project.

Jeffrey Ribeiro, Regulatory Officer at the Commission, said the project is being reviewed for a Limited DRI Scoping application that was received on August 12, 2016 and deemed complete on September 16, 2016. He said Section 5 of the Commission's Enabling Regulations allows for a project that may not need further DRI review. He said Commission staff has looked at this and determined that the project is not located in any mapped areas, the project is redevelopment in an area zoned for commercial development, and it's a previously disturbed area. He explained the findings and conditions in the draft decision regarding land use, economic development, water resources, natural resources, transportation, waste management, energy, affordable housing, heritage preservation and community character and noted that the Massachusetts Historical Commission has signed off on the project. He said the site is on Waterhouse Road and MacArthur Boulevard, the proposed building is metal but it does meet some criteria in the Commission's design guidelines. He said the Committee on Planning and Regulation reviewed the draft decision on September 29 and voted to recommend that no DRI review is required.

John Krajovic inquired about the type of irrigation that will be used for landscaping.

Greg Siroonian, architect with RESCOM Architectural, said irrigation will be a combination of drip and heads that spray. He said it will be maintained.

John Krajovic said he would encourage a more sustainable landscape to look more native to Cape Cod such as more woodland areas and less lawn areas. He said that would also help to reduce and conserve the irrigation. He said he is suggesting that the landscape be more natural, less formal and perhaps replace the lawn with groundcover. He said a sustainable landscape would support itself.

Jack Landers Cauley, engineer with Civil-Environmental Engineering, said the intent is to not irrigate on a daily basis. He said in order to comply with nitrogen loading they needed to reduce more lawn and provide more indigenous plantings. He said perhaps no one on the team would have a problem eliminating the grass and they could possibly add more indigenous plants. He said the only lawn proposed is in the front of the building.

Sharon Rooney, Chief Planner at the Commission, said Commission staff did work with the applicant on the proposed landscape plan. She said the plant list is native or suitable to Cape Cod and 85% of the plants are native or suitable for Cape Cod. She said Commission staff could work with the applicant on a grass seed mix and said staff felt the proposed landscaping was an improvement to the site. She said staff can work with the applicant if the applicant would like to do that.

Attorney Sarah Tuano-Flores said she could work with the applicant on that.

Jackie Etsten inquired about the building design and materials. She said it's an office building but it looks very industrial in design.

Greg Siroonian said they looked at the Commission's design guidelines and the materials are non-traditional materials that are allowed.

John Kimball said they encouraged the architect to come up with a more contemporary design. He said he realizes it's different from a traditional Cape Cod design and said they wanted a look that would attract a technical staff to work on Cape Cod.

Chair Harold Mitchell said that came up at the meeting of the Committee on Planning and Regulation (CPR). He said the building sits low in the area and the landscape hides the view of the building.

Jackie Etsten suggested that it be looked at further.

Jeffrey Ribeiro said the Commission tried to recognize the non-traditional standards. He said staff did view metal cladding as one that needs buffering. He said they do have a landscape plan and there will be ongoing jurisdiction by the Commission as with any other DRI project. He said staff felt this was an opportunity to revegetate the strip and because the area will be buffered it can allow for more non-traditional material.

Jack McCormack said the CPR took into consideration the lack of traditional materials because it would be largely screened. He said this is the type of industry that we want on Cape Cod.

Richard Roy asked if they would be using the existing building.

Attorney Sarah Tuano-Flores said the existing building would be taken down and replaced.

Kevin Grunwald asked if additional employees are hired would they need to expand.

John Kimball said they would not be using the whole building and as they move they will have space available for another 30-40 more employees. He said they would not need to expand as their project allows for space to accommodate hiring additional employees.

Jack McCormack said some employees will be working from home at times and that will take care of parking.

Chair Harold Mitchell called for testimony from federal, state, municipal entities and the general public. No testimony was given.

Elizabeth Taylor said having sat on numerous DRI subcommittees over the years it was nice to see a project come in with so much thought given to all the details to keep projects on Cape Cod. She said this is a good project and she is happy with the proposed plan. She said she would like to see more projects like this come to the Commission.

Len Short said he commends this type of business and said Cape Cod needs more like this.

David Weeden said he always encourages redevelopment and he commends the applicant. He said he knows Massachusetts Historical Commission has signed off on the project but should a portion of the area that hasn't be developed be developed in the future, that they be mindful of soil anomalies.

Jack McCormack moved to adopt the draft DRI Scoping decision and find that the project does not involve substantial deviation from the minimum performance standards of the RPP, does not have significant impacts and that the applicant may proceed with local permitting without further DRI review subject to the findings and conditions in the DRI Scoping decision. Roger Putnam seconded the motion. A vote called on the motion passed with a unanimous vote.

■ REGIONAL POLICY PLAN UPDATE

Paul Niedzwiecki, Executive Director, said he appreciates the opportunity to present today. With the use of PowerPoint slides he discussed scenario planning goals and said the Commission gave stakeholders a chance to express growth preferences on the type of development they would like to see and with the use of the Commission's tool "Envision Tomorrow" they looked at business as a visual, looked at alternate scenarios and went through the visioning exercise. He said during this process Commission staff researched datasets and sources and developed a chronologies viewer for trend data; quotes and anecdotal information; historic aerials; community characteristics; use of the "Envision Tomorrow" tool; developed a fiscal impact model; use of a Hotel Feasibility Study on the Upper Cape; use of a 3D model of Cape Cod; use of a GeoPlanner Tool; and researched community economics and demographics. Mr. Niedzwiecki said the Commission needed to do the research first and is now ready to present the framework which is a map-based view of the Cape.

Sharon Rooney, Chief Planner at the Commission, discussed land use vision mapping and said in 2009 the Commission developed the Land Use Vision Map (LUVM). She said explained the LUVMs developed in 2009 for Resource Protection Areas; Villages; Economic Centers; Industrial, Service and Trade; and "Other" category for previous sprawl areas already developed. Ms. Rooney said eight out of 15 towns adopted LUVMs. She said the goal in 2016 is to fill in the gaps with GeoDesign tools for planning which is a set of techniques and enabling technologies for planning built and natural environments in an integrated process. She said the reason for this is that trend scenarios show that there has been an increase in population, new jobs, single-family residential, new owner-occupied development and residential units require incomes of \$150,000 or more. She said going forward the RPP growth policy guiding principles are for sustainability—focus on economic revitalization in existing centers of activity; diversity—foster a variety of business types, housing options and job opportunities; and healthy communities—create places that bring people together and support mental and physical health. She said the goal is to map limited development areas by developing a draft Regional LUVM for priority protection areas, limited development areas, and activity centers. Ms. Rooney said the next steps in the process are adoption—take out for public review, approval by the full Commission and adoption as a County ordinance; impact alignment—allocation of planning resources, allocation of capital funding and map-based regulation; measures of success—joint local/regional capital planning, community metrics, zoning changes in activity centers, and streamlined regional/local permitting.

Michael Skelley said we see the statistics but there are local political issues; towns need to talk. Paul Niedzwiecki agreed and said developing tools will make it easier for towns to discuss this locally.

Royden Richardson said he is concerned about larger stores and diminished employees and asked how to get them involved. Paul Niedzwiecki said it's difficult to have discussions with global companies but the Commission has been working with Barnstable on this. He has had discussions with larger companies in Hyannis and said the Commission has to find ways to deal with this. He said the Commission has been working on this strategy for two years.

John Krajovic inquired about what the Commission is trying to achieve. Paul Niedzwiecki said to be in keeping with the original intent of the Cape Cod Commission Act; he said they are trying to get to that point. He said town plans have to be consistent with regional goals.

Jackie Etsten inquired about limited residential areas. Paul Niedzwiecki said towns would have to look at that and nitrogen loading reductions. He said the Commission is not trying to stop development. Jackie Etsten said she would like the RPP Ad Hoc Committee to be involved and begin meeting.

Richard Conron asked if local planning boards will be involved in the process. Paul Niedzwiecki said, yes, that process is yet to be determined. He said some planning boards want to participate and others will not. He said the Commission is trying to make Local Comprehensive Plans easier to update.

David Weeden said he is hoping that the RPP comes out with bold statements for towns to follow recommendations. He said he likes what is being said. Paul Niedzwiecki said he believes the RPP will make bold statements but it's up to towns to implement.

■ NEW BUSINESS

Topics not reasonably anticipated by the Chair more than 48 hours before the meeting.

John Krajovic said he recently saw a movie called "Big House" which is a documentary film of Martha's Vineyard. He said he would encourage Commission members to see the movie.

Chair Harold Mitchell referred to the Commission's Regional Policy Plan Ad Hoc Committee that was brought up at today's meeting and said Committee members are Jackie Etsten, Mary Pat Flynn, Kevin Grunwald, Jack McCormack, and Elizabeth Taylor; alternates are Charles McCaffrey and David Weeden. He said David Weeden is replacing Danielle Hill who was formerly an alternate.

A motion was made to adjourn at 4:50 p.m. The motion was seconded and voted unanimously.

Respectfully submitted,

Roger Putnam, Secretary

List of Documents Used/Presented at the October 13, 2016 Commission Meeting

- Minutes of the August 18, 2016 Commission Meeting.
- Handout material: October 13, 2016 Commission meeting agenda.
- Handout material: Convention Data Services Headquarters draft Development of Regional Impact Scoping Decision
- Material presented: Convention Data Services Headquarters PowerPoint presentation prepared by Nutter, McClennen & Fish, LLP.
- Material presented: Regional Policy Plan Update PowerPoint presentation prepared by Cape Cod Commission staff.