



Date: April 12, 2013
To: John Livsey
From: Kien Ho BETA Project #: 4496
Subject: Lexington Town Center Meeting Notes
Location: Lexington DPW
Attendees: Tourism Committee, Battle Green Master Plan Committee – Dawn McKenna
Historic Society - Susan Bennett
Town of Lexington - Dave Pinsonneault, John Livsey,
BETA Group, Inc. - Kien Ho, Kelly Carr

Meeting 1: Dawn McKenna Tourism Committee, Battle Green Master Plan Committee

General Comments:

Likes idea of connecting Battle Green to Mass Ave/Woburn Intersection “fairgrounds”
Morning Intersection Bedford St, Hancock St., Harrington Rd. esp. Heavy - Complete Back-up through downtown 4:00-5:30.

Pedestrian movements left out before. Walking patterns important.
Sit and watch area in front of visitors’ center recommended.

Counts:

Tourism traffic is 80% private vehicle

Cars often do not know where to go. *Need clear traffic and pedestrian circulation.*

2 points: visitor center sign in book, busses don’t sign in

- 100,000 people/year (family units) sign in at Visitors’ Center.
- NPS on Route-2A they count 1.2 mil each year (each person)

Dawn thinks number might actually be 500,000 to 750,000 per year

Bus: 160 bus charters/yr. as scheduled clients. Some charters come in w/up to 5 buses.

Seasonal Differences in visitors:

Fall can have up to 15 buses per day.

June builds up to July 1st to mid August being the busiest.

Mid Sept. to end Oct. is 2nd busiest.

Peak Patriots Day but otherwise April not so busy.

May is very busy with added school trips.

Mid August to Mid Sept is slow like in the spring.

April-October is tourist season although it is a year- round visitor community.

Asian Market Oct-April

See Mass vacation.com, Mass tourism, and bottom page for tourism statistics. (Lexington 4th in state, 3rd in region). This year data might not be as good because Patriots' Day is 2 day event. Marketing does not include Patriots Day.

Events:

Another busy day is Saturday May 18th "Revolution Revelry" 25,000 people-see impact to center & simulates what happens at Cary Hall.

Dawn would like to call the green at Woburn and Mass. Ave. the "Fairgrounds"
Events there are – Revolution Revelry, BBQ festival, Farmers Market, Food Truck Festival

See town web site for Calendar Activities.

Note historic stone cannon at Senior center off Woburn St. Actual cannon placed during British march.

Bus parking:

- (a) Liberty ride bus stop in front of Visitors' Center. Not good for general busses.
- (b) Tour bus designated parking at Mass Ave side of Battle Green. 3 spaces.
- (c) Against Busses through Merriam parking lot; not good turning radius & bike path conflict.
- (d) Depot Loop, people find barrier to walk from there to minute man.
- (e) Eliminate parking for busses.

Solutions:

- 1. Cary Hall park & wait-people walk through town
- 2. Eliminate Mass Ave and workout parking with St. Bridget's Church lot.
- 3. Direct flow to Mass Ave to Worthen Rd. to Bedford Rd. if use St Bridget's lot. Not good on Sunday.

Regular season need parking for at least 6 busses

Car Parking:

Parking deck at Merriam lot?

Eliminate Bedford St. Parking? Discussion – some resistance. Possibly move spaces in front of Buckman Tavern further down toward Hancock.

Turning Options in front of Minute Man:

Left Turn

No left turn onto Harrington instead of Mass Ave. Force to Worthen Rd. instead.

Mass Ave area in front of Historic Battle Ground

Parade floats turn left at minute man.

Mass Ave very important part of Freedom Way. Important to be continuous as Battle Road Scenic Byway

Traffic/Bus Route Option:

Cut off roadway section between Bedford from Harrington to Mass Ave. Go from Worthen to Bedford to Harrington to Mass Ave. Direct Tourists to 2A exit 30B off Rt 128 to Mass Ave to center.

Liberty Ride Trolley ticket (free) hard to know where to park – solution: advertise to park then get ticket.

Walk – to Visitors' Center, Buckman Tavern Hancock-Clarke House, Minute Man, Belfry and Burying Ground.

Direct how to get to these places and downtown. Need clarity. Improve paths and sites-direct better.

Collecting business cards of busses. Tour bus association. 3 bus spaces on Mass Ave were put there within the last 10 years.

Other:

Visitors guide, Liberty Tour Guide got from Dawn

Possible use of Front of Belfry for pedestrian green space for seating.

Battle Green Center is burial ground/respect and quiet w/ tourist

Arts & Crafts festival at visitor center

2 mil, bikeway counts people/year

For Trail signs call tourism committee

Cary Hall important; Design for better tourism venue.

Meeting 2: Susan Bennet – Lexington Historical Society

October big month

Likes idea of connecting Battle Green to Mass Ave/Woburn Intersection "fairgrounds"

Bus/Car:

Munroe Tavern (where British gathered)-trying to draw people there (east side)

(west side) Hancock-Clarke, House Historic Building at Depot

(1) Ambivalent about tour bus parking at Battle Green, dignity of Historic site, drop off ok. Encourage visitors into community/town center, drop off in center.

(2) Hosting more at Depot – organize around 40 groups/year including many school groups.

Compare parking to Concord?

Encourage visitors to historic houses & downtown

Historic owns 17 spaces to east own triangle to be tourist parking?

Person to talk to- minuteman, Barry Cuna.

Where NSTAR is now was 1st House in Lexington

Diamond Bus tours-spend more time in Center at bend.

Buckman Tavern and surrounding grounds:

Historic Society Restoring Buckman Tavern this year. 2 ADA entrances. Will share information.

25% restoration is accessibility. Add ADA along Hancock/Bedford?

Crosswalks at Bike Path and Clarke House.

Would like to integrate Visitors Center grounds.

Handicap spots now for Buckman and Visitors Center?

Lighting: period feel need. Not good at Mass Ave Battle Green. Williamstown and Natick example of lighting in crosswalks. Battle green should have subtle ground light.

HS has Battle Green smartphone APP

Need to place to sit eat sandwich

Tavern Dignified and refined. Need to discourage events.

Separate use – seat wall for seating

Visitor center activities outside- sheltered kiosk

Bathroom accessible from outside would be nice

Diorama behind Minute Man

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Currently no man's land in front of visitors center

More visitor amenities.

Connect visitor to Buckman Tavern

Chipseal good substitute at stone dust path- Currently at Munroe Tavern

Unify materials

Grade monument for accessibility at Harrington/ Mass Ave.

Will be taking out brick there.

Original belfry Historic Society has map of it being on common. Move back?

Parking at Merriam along building (Depot Place). Might raise grade to make building accessible.

Traffic Pattern to drop off in center?

Drop off and pick up at Historic Society?

Buckman Tavern renovations will be done next spring- start July.