

VIA EMAIL

May 2, 2014

Town of Acton
Planning Department
472 Main Street
Acton, Massachusetts 01720
Attn: Planning Board

RE: Acton Plaza – Community Lane Name Designation

Dear Members of the Board:

Please accept this letter as a request for your approval, pursuant to MGL Ch. 85, S3A, to name the private street, owned by E&A Northeast, LP, which is located along the western property line of the Acton Plaza shopping centers and connects Massachusetts Ave with Main Street. As a way of formalizing the completion of our plaza redevelopment project, we would like to designate “Community Lane” as the official name for this street.

At the commencement of our redevelopment project we reviewed our street naming idea with various town staff members from the Planning and Engineering departments as well as Police and Fire departments. After receiving approval to proceed with the initial phase of this naming, we conducted a contest through our Acton Plaza Facebook page. This contest, which was conducted throughout the redevelopment process, was a great way for us to communicate the details, schedule and impacts of the redevelopment project while also generating excitement for what was to come. Through the Facebook page, we invited customers of Acton Plaza to submit their ideas for a street name. The contest generated (30) different ideas which were then voted on by several EDENS employees involved in this redevelopment and the idea with the most votes was Community Lane. This idea was submitted by Eddie Collins. His explanation for the idea was: “First, I think it's short and therefore more like a lane. Finally, it joins both plazas into a single community. COMMUNITY LANE”. Since we at EDENS strive to enrich communities by creating relationships, enhancing places and cultivating community engagement, we felt this was the most fitting name for the street. This name was then cleared with the Fire Department to make sure there were no conflicts with existing streets throughout the town.

I have attached a plan showing the location of the proposed “Community Lane” for your reference. I respectfully request your consideration for this at your next available board meeting. Should you have any questions or require any additional information, please let me know.

Sincerely,



Keith Hague
Senior Project Manager