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Minutes of the Commission Meeting Held on January 23, 2014 At the Tisbury Senior Center 34 Pine Street, Vineyard Haven, MA

IN ATTENDANCE

Commissioners: (P= Present; A= Appointed; E= Elected)

P Tripp Barnes (E-Tisbury)	P Joan Malkin (A-Chilmark)
P John Breckenridge (E-Oak Bluffs)	- W. Karl McLaurin (A-Governor)
P Christina Brown (E-Edgartown)	P K. Newman (A-Aquinnah)
P Madeline Fisher (E-Edgartown)	P Ned Orleans (A-Tisbury)
P Josh Goldstein (E-Tisbury)	- Camille Rose (E-Aquinnah)
P Erik Hammarlund (E-West Tisbury)	P Doug Sederholm (E-Chilmark)
P Fred Hancock (A-Oak Bluffs)	P Linda Sibley (E-West Tisbury)
P Leonard Jason (A-Edgartown)	P Brian Smith (A-West Tisbury)
P James Joyce (A-Edgartown)	

Staff: Mark London (Executive Director), Bill Veno (Senior Planner), Sheri Caseau (Water Resource Planner), Priscilla Leclerc (Transportation Planner), Curtis Schroeder (Administrator).

Chairman Fred Hancock called the meeting to order at 6:05 p.m.

1. MINUTES

Commissioners Present: T. Barnes, J. Breckenridge, C. Brown, M. Fisher, J. Goldstein, E. Hammarlund, F. Hancock, L. Jason, J. Joyce, J. Malkin, K. Newman, N. Orleans, D. Sederholm, L. Sibley, B. Smith.

James Joyce moved and it was duly seconded to approve the minutes of January 9, 2014 with the typo correction noted by Fred Hancock on line 335. Voice vote. In favor: 12. Opposed: 0. Abstentions: 3. The motion passed.

2. BUDGET FISCAL YEAR 2015 – ADOPTION

Commissioners Present: T. Barnes, J. Breckenridge, C. Brown, M. Fisher, J. Goldstein, E. Hammarlund, F. Hancock, L. Jason, J. Joyce, J. Malkin, K. Newman, N. Orleans, D. Sederholm, L. Sibley, B. Smith.

Brian Smith provided the following overview.

- Operating costs have increased by 4.2%.
- The majority of the increases come from regular salary increases, replacing the Transportation Planner with a more experienced candidate, an increase in the pension

plan (4%), an increase in the health plan (6.4%), funding OPEB (Other Post-Employment Benefits), and an increase in Social Security costs.

- In addition, there is a line item for replenishing the General Reserve Fund by \$75,000 which was used to pay off debt due to legal fees. According to MVC budget policy, the fund needs to be replenished in the subsequent year.

Ned Orleans moved and it was duly seconded to approve the Fiscal Year 2015 budget. Voice vote. In favor: 14. Opposed: 0. Abstentions: 1. The motion passed.

Josh Goldstein recused himself from the meeting.

3. STOP & SHOP – TISBURY DRI 89-M3 – CONTINUED PUBLIC HEARING

Commissioners Present: T. Barnes, J. Breckenridge, C. Brown, M. Fisher, E. Hammarlund, F. Hancock, L. Jason, J. Joyce, J. Malkin, K. Newman, N. Orleans, D. Sederholm, L. Sibley, B. Smith.

For the Applicant: Dave Taglianetti (Stop & Shop), Deborah Farr (Stop & Shop), Chuck Sullivan (Architect), Geoghan Coogan (Attorney), Bill O'Brien (Agent, Stop & Shop), Randy Hart (VHB), Sam Koohy (Store Manager)

Fred Hancock noted the Land Use Planning Committee (LUPC) Chairman (now Linda Sibley) is usually the Public Hearing Officer, however, for continuity Brian Smith will continue as the Public Hearing Officer for Stop & Shop.

Brian Smith, Public Hearing Officer, opened the continued Public Hearing at 6:10 p.m. This is a continuation of the Public Hearing for DRI 89-M3 and the location for the hearing is the Tisbury Senior Center. The applicant is the Stop & Shop Supermarket Company. The process for the hearing tonight will be a staff report, a presentation by Stop & Shop, questions from the Commissioners, and then the hearing will be open to testimony from public officials and the public. Public testimony will be limited to five minutes per person. Usually, the Commissioners only get a chance to ask their questions at the end of the evening; tonight, they'll come before the public.

3.1 Staff Report

Mark London presented the following:

- Joan Malkin has rehabilitated herself and has met the requirements of the MVC by-law and will be participating in the public hearing.
- Revisions have been made to the architectural design, with input from the informal committee of architects.
- The Tisbury Board of Selectmen was supposed to meet and review the parking lot but the meeting was delayed due to the snowstorm. The applicants felt that the offers are dependent on the improvements to the parking lot and requested that the offers not be reviewed tonight.
- The Tisbury Planning Board and the Town Administrator asked for a continuation of the public hearing to review the parking lot. There are also several legal issues related to the Town that need to be reviewed.
- The MVC Staff Report of January 21, 2014 has been substantially edited.

Ned Orleans asked if the MVC is planning to use its lawyer since the Town of Tisbury is using its legal counsel. **Mark London** said the MVC is planning to have all three lawyers – MVC, Town of Tisbury and Stop & Shop – review the issues.

Erik Hammarlund asked if tonight's meeting is just on parking and traffic. **Mark London** said the meeting is on everything except the Town parking lot, which is not part of the DRI.

3.2 Applicant's Presentation

Chuck Sullivan (Architect) presented the following.

- Over the last couple of months, Stop & Shop met with a sub-committee made up of Harold Chapdelaine of the Tisbury Historical Commission, Henry Stephenson of the Tisbury Planning Board, and Mark London.
- He presented the latest architectural elevations and perspectives from several points of view including Beach Road, the SSA terminal, Cumberland Farms, and looking down Norton Lane from Main Street.
- Stop & Shop is prepared to work with the architectural review committee to fine tune elements such as pavers at the loading dock area and walkways to be user friendly.

3.3 Commissioners' Questions

Ned Orleans asked if the utility lines will be removed as is shown in the overlays. **Geohan Coogan** said assuming the municipal lot is redesigned, the utilities will go underground.

Mark London noted the Island Housing Authority is planning to design a three story building south of the Stop & Shop building that will screen part of the elevation.

Trip Barnes asked if the angle is still present for the loading dock. **Chuck Sullivan** said there is a retaining wall which will level out the area.

John Breckenridge asked if the applicant had a comparison to share of gables similar to other buildings in the area. **Chuck Sullivan** said the gables are similar to the Tropical Building.

Fred Hancock asked if the applicant had a sketch of the neighborhood and the surrounding conditions. **Chuck Sullivan** showed the existing surrounding buildings and their relative heights noting the Housing Authority building will be different than what is shown once it is designed and built.

Mark London noted the architectural elevations are on the MVC website. He noted that there had been a question about the circuitous access to the second-floor deck facing Water Street. With the current plan, the access will be highly visible from the check-out area in the store.

Erik Hammarlund said sometimes looking at perspectives is difficult to envision the existing rooflines of the two levels versus what is currently there. **Chuck Sullivan** showed with a laser pointer approximately where the existing roofline is on the elevations of the proposed design.

Erik Hammarlund would like to see the outline of the existing structure shown on the proposed elevation facing the parking lot.

Trip Barnes said the Housing Authority is planning to build a new building with five apartments next to the former Golden Dragon restaurant. He continues to be concerned about how the trucks will maneuver in the parking lot and why it continues to drag out. He noted that the parking lot

will affect other businesses such as the Black Dog, Tropical, and the car rental business who will all be using the parking lot. **Brian Smith** said it is the applicant's preference to have it resolved but it still needs resolution with the Town of Tisbury.

Joan Malkin noted there will be a generator on the roof and asked where it will be located. **Chuck Sullivan** said the roof is not a typical gable and the generator will be hidden behind the parapets of the partial gables where it will not be visible.

John Breckenridge asked for a quick narrative of the exterior materials. **Chuck Sullivan** said the building will have natural shingles, painted trim, and painted composite clapboard.

Joan Malkin asked if the design meets the new FEMA maps. **Chuck Sullivan** said the main sales floor meets the requirements. **Deborah Farr** said the building is being built to the proposed FEMA regulations.

John Breckenridge asked for the depth of the floor joists for the first floor. **Chuck Sullivan** said they are at elevation 16.

There was a discussion about the number of parking spaces.

- **Doug Sederholm** said the net increase in floor space would result in demand of 38 to 77 additional parking spaces and asked what the likely real number is since that is such a broad range.
- **Randy Hart** said several data points were used for the projection and the applicant believes that the 41 additional spaces will be adequate.
- **Doug Sederholm** asked if the applicant is just dealing with the net increase and not addressing the existing situation.
- **Randy Hart** confirmed that was the case. Based on what Stop & Shop needs in other locations, they should need less than the proposed 41 spaces.
- **Doug Sederholm** asked whether this reflects the need in July.
- **Randy Hart** said the summer peak periods were looked at in the calculations.
- **Doug Sederholm** noted that the range of data points is 28 to 77 parking spaces. Stop & Shop is building 41 spaces, which is less than half the average number needed to offset the additional floor space based on national average parking rates. Now it is being said that based on Stop & Shop's experience, the number of spaces being provided should more than deal with the increase. He asked if the applicant can provide the data to support that.
- **Randy Hart** said the number of spaces needed was on the higher end of the spectrum and he will provide the data.
- **Erik Hammarlund** asked how many parking spaces the Edgartown Stop & Shop provides.
- **Madeline Fisher** said there are 112 spaces.
- **Erik Hammarlund** noted that with the municipal lot there will be approximately 104-110 parking places but half the municipal lot is to support downtown Vineyard Haven. The applicant states they have more floor space than the Edgartown store, so how does the applicant account for having the same overall number of parking spaces when some of the parking spaces are shared and not designated for the store. There is not enough parking during the busy season in Vineyard Haven so a significant portion of the

municipal lot is being used for all of downtown. Is Stop & Shop saying there is enough parking planned based on the Edgartown store plan as a comparison?

- **Randy Hart** said that because the store is part of the downtown, there is shared parking supply and demand with people parking and doing a number of different activities. People combine their trips for retail and they come to town for more than one reason. When the consumer comes to town in the middle of July and it is difficult to park the car the customer will stay and do all of their shopping.
- **Ned Orleans** noted that he has never seen people walking down Main Street with Stop & Shop bags. He does not think people are parking on Main Street and going to Stop & Shop.
- **Geoghan Coogan** said Randy Hart was referring to the opposite, people will park at the municipal lot, shop at Stop & Shop and then do their shopping on Main Street as well.
- **Katherine Newman** asked if it was correct that the zoning in Vineyard Haven does not require parking for businesses and philosophically what is behind that.
- **Erik Hammarlund** said businesses on Main Street do not own enough property to provide parking.
- **Tony Peak** of the Tisbury Planning Board said the town is a nineteenth century design. Geographical restrictions of the town make it difficult to modernize the design.

There was a discussion about the delivery trucks.

- **Joan Malkin** noted that Stop & Shop would be getting two dozen delivery trucks between 6:00 a.m. and noon and said it seems they would take a certain amount of time to unload. She asked where the trucks would be staged or where they might “hang out” if there is not an opening in the loading dock.
- **Randy Hart** said the delivery activity is about ten to fifteen trucks arriving in the morning between 6:00 to 9:00 a.m. Today those trucks have to come back in the afternoon due to the fact that the store does not have any storage for the product.
- **Joan Malkin** asked if the trucks would be in a queue waiting to unload.
- **Randy Hart** said the trucks would not be in a queue, they would have a scheduled delivery time.
- **Brian Smith** noted that today some vendors put away product and asked if that would happen in the future.
- **Deborah Farr** said that in the future the vendors would only be dropping off product.
- **Geoghan Coogan** said there will be more storage than the Edgartown store and with the new store the deliveries can be scheduled.
- **John Breckenridge** asked if delivery appointments will be given to the box trucks.
- **Sam Koohy** confirmed they would.
- **John Breckenridge** noted if the loading dock is being booked every fifteen minutes theoretically the queuing has been eliminated and asked if the vendors will call for the delivery appointments.
- **Sam Koohy** confirmed the vendors will call for the appointment.
- **John Breckenridge** noted that Randy Hart said the delivery time is from 6:00 a.m. – 9:00 a.m. and asked if the specific appointments are between that time frame.
- **Sam Koohy** confirmed they would be.

There was a discussion about the Caleb Prouty house.

- **Fred Hancock** asked about the historical house on Cromwell Lane. He was encouraged when the original application said Stop & Shop was going to save and move the house. Now the latest version of the application says if the applicant cannot find a suitable site, the house will be demolished. He noted that according to the DRI Checklist, even if the store was not in front of the Commission, the applicant would need MVC permission to demolish the house. He noted the idea of demolition of the historic house would be heavily detrimental for him when appraising this project; it is a big negative. The preliminary PAL report suggested archaeological excavation of the site as well as behind the former Chinese restaurant. Depending on what is found in the preliminary report brings into play what Stop & Shop would be responsible for on that site and that should be addressed in the offer. If it is not addressed in the applicant's offer it could become a condition of the MVC approval and it could be to the applicant's benefit to word this themselves in their offer.
- **Geoghan Coogan** said it is still the intention of Stop & Shop to relocate the house. Since July 2013, the applicant has not found a suitable site. Right now there is not a viable solution for the house in Tisbury. A challenge is the fact that the Building Inspector has interpreted that the restored historic house would have to meet the Towns Stretch Energy Code. It could be preferable to move the house to West Tisbury. Stop & Shop will abide by the PAL report with respect to archeology.
- **Fred Hancock** reiterated that including the property behind the Chinese restaurant in the archaeological study is to the applicants benefit.
- **Mark London** noted that the Mass Historical Commission may not be able to require anything, and it would be desirable that the applicant offers to carry out what MHC "recommends", rather than "requires".
- **Linda Sibley** said if the house can be repurposed as affordable housing that would be great. The MVC reluctance is to let the applicant just demolish the house due to the historical value and importance.
- **Geoghan Coogan** said Stop & Shop has to meet the stretch code. The applicant does not have the complete details yet and restated it is their intention to relocate the house.
- **John Breckenridge** made it known that he is also very aggressive in saving the house.

There was a discussion about the number of employees.

- **Joan Malkin** asked what percentage of the employees will be union employees at the new Stop & Shop.
- **Geoghan Coogan** said the employees are 100% union except the management.
- **Jan Malkin** asked how many employees are managers.
- **Sam Koohy** said there are currently three managers and the new store will have the same.

There was a discussion about Stop & Shop's European model.

- **Christina Brown** said there are many concerns such as traffic, runoff, parking, and the look of the building. All of those concerns circle around the size of the building. She has seen references to Ahold and their European model. What efforts have been made to make this a smaller building to fit into the historic Vineyard Haven village?

- **Geoghan Coogan** said a lot of the comments about the adaptation of the European model do not apply to the Vineyard Haven store. In the US people drive to the supermarket and the European model is for people that do not drive to the store. The European stores are large convenience stores.
- **Christina Brown** noted that the effort to work with the host community has been expressed by Ahold and not just with a walking town. She asked to hear more on why the proposed design fits in with the Ahold concept.
- **Deborah Farr** said she actually works for Ahold and typically the stores are three to four times the size of this store. The normal store is 55,000 square feet and a few years ago the normal size was 75,000 square feet. Stop & Shop has continually been shrinking down in size so Stop & Shop would be able to be your neighborhood grocery store. She has never worked on a project of this size being it is so small. The Whole Foods prototype store is now 55,000 square feet. Years ago Stop & Shop would not have done this project with such a small size, but the feedback from customers said they wanted more product and services. The proposed design is the option Stop & Shop came up with and she recognized it is larger than other neighborhood stores but Stop & Shop has worked to make it fit architecturally into the area. The sales area is not that much bigger, but storage and services will increase. There will not be a much larger customer base due to the size of the store. For this design, Stop & Shop collaborated with their store planners in the Netherlands for the hypermarkets.
- **Ned Orleans** noted that the applicant did not mention image in their presentation and Stop & Shop's image is not the same as the European stores. What is it about this particular location that is so important to Stop & Shop that they are willing to go through the torture they are going through as well as the demolishing and rebuilding of a store?
- **Deborah Farr** said hindsight is 20/20. What Stop & Shop is doing is eliminating an eyesore. The Island and their customers deserve better. Stop & Shop never wants to close a store so they have to bite the bullet, make the investment and give the community a better aesthetic, more jobs and better services.
- **Sam Koohy** noted the customers are asking for the new store.

There was a discussion about another location for the store.

- **Ned Orleans** said it has been heard from the Stop & Shop team that there is no other location, but it was noted by Stop & Shop, when he approached them at a previous meeting, that they would not be going to the other site.
- **Geoghan Coogan** said let's dispel the false information. The other site that Ned Orleans mentioned was briefly brought to the attention of Stop & Shop and it was quickly rejected. There is no other site. If the MVC denies the application Stop & Shop either goes back to the drawing board or they don't.
- **Doug Sederholm** said let's be realistic, the location is where everyone gets off the ferry and it is a highly visible location. It is easy to understand why Stop & Shop wants to stay on this site. Stop & Shop will make their money from the seasonal traffic and business. The dollars per square foot for ten weeks of the year is significant. The applicant has certain economic factors they have to consider. Stop & Shop is trying to listen to feedback from the public and the MVC and figure out how they can be profitable. The factors Stop & Shop has to balance have to be kept in mind.

- **Chuck Sullivan** said as a planner and not as an agent for Stop & Shop, it is important having a supermarket in the downtown area. As a regional planning committee and looking towards the future, the project makes sense.

There was a discussion about traffic.

- **John Breckenridge** asked the applicant from looking at their experience with Ahold and the traffic numbers from their transportation planner, what mitigation has Stop & Shop seen with other stores to shift the purchasing patterns of consumers to off peak hours. What other options are available and what are other resort areas doing?
- **Deborah Farr** said it is not so much of a marketing solution. She felt the traffic problem is when the cars are coming off the ferry.
- **Randy Hart** said the expansion was looked at as if it was anywhere and it is known people will avoid certain areas during peak times. Islanders know the patterns and the applicant knows the location is a heavy pass-by location.
- **Geoghan Coogan** said the traffic officer mitigation measure may not answer the problem. This past August, the SSA voted to replace the Governor with a super freighter and it will create more traffic issues than Stop & Shop will. The traffic planners for Stop & Shop and the MVC do not think the expansion will dramatically impact the situation.

Erik Hammarlund said the ferry also competes for use of the municipal lot. It is visible when the lot stacks up as people look for parking spaces. One of the huge issues he sees is the parking.

Joan Malkin is interested in affordable housing. She has looked at the numbers for new employees and assumes the applicant has also reviewed those numbers and asked if the employees are from on or off Island. The applicant knows the salaries and she asked the applicant to make an educated assumption on how many employees will need affordable housing and what will that mean to the Island. She asked that Stop & Shop come back with an affirmative explanation as she is interested in the incremental impact of this project on affordable housing.

There was another discussion about the location of the store.

- **Leonard Jason** wondered what is so unique about this location and asked if there are other deal breakers such as the size of the store.
- **Geoghan Coogan** said the location is a downtown location that is centrally located and has traffic. The location fits to the Island Plan and is an opportunity for someone to come in and start a rehab of this area.
- **Katherine Newman** wondered why so much time is being spent on suggesting the applicant move to another location. The MVC is here to review this application.
- **Leonard Jason** said the MVC is a planning agency and perhaps the Commission should find a location that better serves the Island. The current location impacts the ferry and the traffic issues.

There was a discussion about solar and green building.

- **Katherine Newman** asked the applicant to address the use of solar and having a green building.
- **Geoghan Coogan** showed on the elevation where solar arrays could be located.
- **Deborah Farr** said other Stop & Shop stores have solar on their roofs but their elevations are different from this design, they have flat roofs. Due to the size of this store

and the roof Stop & Shop has to look at the expense and the benefit of solar. There will be skylights in this store to provide natural light.

Ned Orleans said he raised the question regarding the location based on section 15 of the MVC legislation regarding benefits and detriments and read section 15. The MVC is not just an old fashion land use agency and read and noted how section 15 refers to the development at a proposed location. People come off the ferry and see Stop & Shop and he gathers that is very important to the applicant. However, what ought to be seen is something that is Martha's Vineyard created and he hopes to generate more conversation regarding these issues.

Geoghan Coogan said he understood the original MVC charter and noted he had made a reference to the Island Plan, which was made after the original charter was created. Stop & Shop is a big company and a big development. The project is a grocery store and the applicant thinks this location is the correct location. He did not want to see the development dollars go off Island.

Trip Barnes noted this is the first project that is being built on stilts due to the FEMA regulations so this project will set a precedent.

Geoghan Coogan noted that even the Black Dog would be required to rebuild under the same regulations.

Fred Hancock felt the design has improved from where it started and Stop & Shop should be commended for going in the direction they have gone, noting the applicant is willing to work with the MVC and the community and willing to go away from the big box look.

Doug Sederholm asked what the typical sales floor size is in a supermarket. **Deborah Farr** said the sales floor is typically 75% of the store.

Brian Smith, Public Hearing Officer recessed the meeting at 8:00 p.m. and reconvened at 8:05 p.m.

3.4 Testimony from Public Officials

Brian Smith reminded the attendees that the hearing is open for new testimony and testimony is limited to five minutes.

Harold Chapdelaine of the Tisbury Historical Commission wanted to clarify the language regarding the Caleb Prouty house to include working with the Tisbury Historical Commission in pursuing a successful relocation of the building. The Tisbury Historical Commission wants to find a viable location for the house and wants to ensure that the success of the Caleb Prouty house doesn't diminish the other project issues and how they are handled.

Henry Stephenson of the Tisbury Planning Board appreciates that the MVC will be deliberating on the parking lot at another time. The design of the lot is planned not only to provide parking but also to provide other amenities that affect the downtown. The design itself will hopefully be resolved within the next few weeks. The number of cars may not be as high as what some may think is needed. The parking lot presents a major traffic and transportation issue that has to be resolved and the Planning Board could use help from the MVC.

Tony Peak of the Tisbury Planning Board asked how the offers will be dealt with. **Brian Smith** said the offers will be reviewed by the MVC one by one.

David Vigneault of the Dukes County Housing Authority noted that he has stated in his prior letters that 80% of the Stop & Shop employees are part time at approximately \$10.00 per hour and the average per hour pay in Dukes County is \$11.50 per hour with a rental expenditure of approximately \$900 per month or 50 % of income. Sam Koohy has told him that designation of part time is self- chosen by the employee and in some part the employee has a choice to work more hours if wanted. The Island has minimal local resources to plug into the affordability gap. The Vineyard is at 71% of the state median average income and rents run 17% higher than the average for the state. These facts are true for all Island employees and not just Stop & Shop employees. The point is what is fair for discussion by the MVC for mitigation. Housing is an Island problem not a Stop & Shop problem so the Housing Authority will be looking at how they can help and keep people staying on the Island. To use Geoghan Coogan's terminology in his November 2013 email, the current Stop & Shop rental properties are for those employees relocating to the Island and Sam Koohy has confirmed the housing is also accessible to year-round Stop & Shop employees. He would appreciate the opportunity to discuss affordable housing with the MVC and Stop & Shop.

3.5 Public Testimony

Mary Ellen Larsen said she was recently in Washington D.C. and Giant supermarket built a store on H Street which is in a distinct neighborhood and you would not even know it was there. She congratulates Stop & Shop on the re-design but would still like to see the building smaller.

Lorraine Clark stated she is a native of Vineyard Haven and she is at the meeting to support Stop & Shop. She loves the building and it will brighten up the whole area. She said when you drive off the boat you see the gift store that has a T shirt in the window of a dog pooping and does the community want to see that. She only shops at Reliable, Stop & Shop, and Cronigs. She was born on the Island and when she was a little girl there were five grocery stores on Main Street, but stores need to expand so why should the community and Stop & Shop have to go through this again in a few years. She said she is supporting Stop & Shop completely.

Pamela Ray said she has been on the Island for 15-16 years and Stop & Shop is a good employment opportunity for high school students. The store will be great and it will work out.

Ramona Rodney said she is here to support Stop & Shop and they provide jobs for the Jamaicans. It would be nice to have a bigger building that doesn't look like a dump.

Hyung Lee said a major question from the Commissioners to Stop & Shop was how the building will fit into Vineyard Haven. The size and height of the building is too big. The Cromwell Lane side of the building is oversized. He said the view that Stop & Shop shows is a birds-eye view so it does not appear as big. All the scales need to be checked and not looked at from a panoramic view. He stated a solution to the size is with a setback. He has lived in Europe and there, stores try to attract the customer. He felt good models for the design should be looked at independently. At the moment he has heard questions from the MVC but Stop & Shop did not answer with the solutions such as if people will avoid rush hours. He noted he does not plan his shopping times and when you are stuck in traffic you sit at the location being reviewed for 15 to 20 minutes. He said Stop & Shop's priority is not Island life, they do not live here. The parking lot layout and design has not been seen. Stop & Shop did not say how they will fit their design into the Vineyard Haven context and that really concerns him.

Joyce Aylers [sp?] lives on Cromwell Lane and she also wants to use the municipal lot for her antique shop.

Holly Stephenson felt the proposed Stop & Shop is too big for Vineyard Haven and way too big for the current location. The parking is awful. The store would be very convenient for everyone who comes into the Island with a car but for the town people it doesn't work well at all. The project makes it a service area and not a town.

Jim Sutherland is the Stop & Shop assistant manager and he said he loves Stop & Shop and the people he meets who are his customers. He noted there were over 3,000 people who signed a petition for the new store and they did it on their own. He felt the town would be vilified if Stop & Shop moved to another location out of town. There is a lot of walk-in traffic in the summer. It is not a convenient way to shop with the current multiple buildings.

Nat Benjamin said he is a resident and has a business in Vineyard Haven and would like to see a new store but the issue is the size and scale. He said the design is so out of focus with our community and that needs to be addressed. He said he understood that the Stop & Shop's corporate headquarters from the Netherlands has told its employees that the store needs to be a certain size. The discussion should be structured by what the town and the MVC says the size should be and turn the table around. If Stop & Shop can't do the project to fit the Island's needs, then let someone else do it.

Katherine Scott said she is an Island native. There are awards for best supermarket design and small stores have won the award for creative design and space. Everyone would want to go into those stores rather than this large space that is being proposed. With regards to how the store operates on a large scale, perishables are disposed of because larger sizes of product cannot be supported by the customer base and wondered how much product would be thrown out with a larger store. She raised the question of environmental impact review (EIR) and noted that an EIR was required for the Nobnocket project. She lives near Stop & Shop and that is great and she felt the Island should encourage more people to walk to the store but regardless of whatever store is in the location, it has to be smaller. She encourages incentives for the employees with regards to parking. The trailer bay location at the top of Cromwell Lane has to be addressed.

Tony Peak said Stop & Shop has pledged money in the offers for a traffic study and noted \$20,000 has already been spent. He asked if the money is available now for the Town of Tisbury or the MVC for these studies or is the money already spent. **Brian Smith** said that particular offer is contingent on the approval of the project and \$20,000 was spent to get to this point of the project.

Tony Peak said noise is an issue and needs to be reviewed and especially taking into consideration the trucks. Grocery stores and supermarkets are not interchangeable terms. There is a difference when Cronigs was on Main Street and it was a grocery store versus its current location which is a supermarket. He noted that Reliable is a grocery store.

Dana Hodsdon said the public keeps getting the run around about the number of cars. He noted per the traffic institute that 140 parking spaces are needed and what is being proposed is under that. He felt no one has pulled it together when thinking about the necessary parking and when the 140 spaces would be used, especially since they will be used by many businesses and continually throughout the day. He said he is sure studies will be done regarding the

environmental impact of the project, especially concerning the run off from the roofs and the north side of the building will primarily be hard surface and questioned what will be done about the run off on the Housing Authority side of the building. He is also concerned about the neighbors having to deal with the noise issues. He has lived overseas and said the European stores are smaller than this project and felt this store could be smaller and still be profitable.

There was a discussion about the size of the building.

- **Doug Sederholm** had a hypothetical question for the architect; if the sales floor and the back house areas were 20% smaller and a few parking spaces were sacrificed, where would the change be to the overall bulk of the building. The height is a pretty hard number due to the flood plain and parking. Would it be desirable that the building be set farther back from Water Street or Cromwell Lane? As an architect where would he want to put the 20% savings in space?
- **Chuck Sullivan** said the savings would probably be on the Norton Avenue side of the building. Currently four parking spaces have been taken away and the store is 15% smaller for the original application and some of the back house services were moved to the lower level. The location is not typical and the streetscape should be kept on Water Street. The changes would not make the roofline smaller and some of the flat roof in the center of the building would be lost in order to keep the gables.
- **Erik Hammarlund** said like many people at the meeting he is concerned about the size of the building; it is a huge issue for him. He really wants to see where the roofline will be and he needs to see how it will look. Given the size of the project, he felt the applicant should put up an outline on the site so the public can see how the building will look.
- **Geoghan Coogan** said that since the Housing Trust has finalized a plan it may be a good idea to show both perspectives and the applicant will figure something out to show that.
- **Erik Hammarlund** noted that he would like to be able to walk around the location from different viewpoints and see how the building will look; it would be great to have gables put up to show the size.
- **Brian Smith** questioned how much that would matter. Whatever building is put up will be the same height due to the flood plain regulations.
- **Erik Hammarlund** said a multimillion dollar project is being built and the argument about the mass of the building perhaps would stop if it was clarified what could be seen.

Erik Hammarlund mentioned to the applicant that he, as a Commissioner, makes a worst case scenario of what could potentially happen for each application. He noted a new owner would be under the DRI for this project so perhaps the offers could define a grocery store and firm up the offers for the future.

Pam Benjamin spoke to the idea of architecture and thought it would be a good idea if the MVC would hire an architect for this project since the community is looking at this building and trusting in the applicant. The size can't really be seen and it looks like it fits into the town but is always shown from a distance. She said she is grateful to Hyung Lee for volunteering his time and doing work on how it would look. A grocery store is needed in town and Elio has brought two small grocery stores to the community and he is making money. The proposed store isn't in a shopping mall, it is in town and could compete with other downtown businesses such as a florist, bookstore or pharmacy. The proposed store could also include a coffee shop and a book store

and those issues are outside the jurisdiction of the community since it is inside the applicant's store. She said she is concerned about how the project will impact locally owned businesses.

James Joyce asked from a regional point of view will the new store improve the traffic to the Edgartown store and asked if the applicant has those numbers. **Randy Hart** said the new store might improve the traffic at the Edgartown store, intuitively new supermarkets don't generate new traffic but would show redistribution of the traffic.

Marie Laursen said she has seen changes in Vineyard Haven and the biggest is the SSA, the terminal and a larger vessel to carry more passengers. She felt the SSA is an entity that could make this project worse and is at a loss as to why Stop & Shop says the store has to be the proposed size only. It is as if Stop & Shop is threatening the Island and she does not like it. She is starting to no longer feel good about Stop & Shop if they are shoving this project on the community and ask that Stop & Shop take that message back to corporate. A lot of people shop year round and everyone knows what it is like to go to the Vineyard Haven store in season. She asked if the parking is already being used for the SSA and other businesses how does the Tisbury Business Association feel about that. If the store doesn't have enough parking now, how can Stop & Shop make more money if the shoppers already can't get into the store due to the lack of parking and questioned why Stop & Shop wants to make the store bigger.

Hyung Lee said he has put setbacks on each side of the building and can get 17,000-19,000 square feet interior space. He feels Stop & Shop needs to come back with a new configuration and there are ways to revise the space.

Leonard Jason questioned how long it would be before the building will need to be added onto again. At some point he thought Stop & Shop would perhaps want to move to another location as the current location would be too small for the population.

Erik Hammarlund asked if the applicant considered any architectural design to obscure the monolithic design of the building and asked if it was ever pursued or mocked up. **Geoghan Coogan** reviewed the old design roofline which is straight across and the proposed design that has different rooflines. He said the store is no longer a big box and it has individual rooflines to break up the building and that was done with the architects committee. The roofline is now broken up into five sections.

Trip Barnes asked if there are any thoughts about moving the truck dock and thought the building design is good for such a large building. **Chuck Sullivan** said if the applicant had come with a proposal for a loading dock on Water Street, they would have been laughed at and wondered where else would the dock be placed.

Christina Brown asked if it would be possible to get documents and pictures of the European small store experience to show how it doesn't translate to the Island community. **Geoghan Coogan** said that will be provided.

3.6 Applicant's Closing Remarks

Sam Koohy said the building has to be raised in height due to the parking garage and if the parking was eliminated, the building is the same size as the current three buildings but put into one. The building looks big because it is raised up but it adds parking as well. He said due to the

539 patronage of the store he is able to help the community and noted the petition with 3,000
540 signatures should not be forgotten.

541 **Geoghan Coogan** noted the store that Mary Ellen Larsen mentioned in Washington D.C. is a
542 65,000 square foot store and it also has apartments. He said the best place for the Caleb Prouty
543 house may not be in Tisbury. If it is important to Martha's Vineyard to keep the house, alternative
544 locations in other towns may need to be reviewed. A new store employs more people and gives
545 back to the community. The proposed store does not have a bookstore, pharmacy, or coffee shop.
546 The project will improve development in the town. He noted the project is not a 30,000 square
547 foot store it is 16,000 square feet of sales floor and is about the same size as Cronigs. The store
548 looks bigger because of the roofline and it is hard to put the elevation renderings and pictures
549 into reality. The design of the structure has to come up and be elevated.

550 **James Joyce** noted the total building is 30,000 square feet. **Geoghan Coogan** agreed.

551 **Brain Smith**, Public Hearing Officer continued the public hearing to February 20, 2014, at 6
552 p.m. at the Tisbury Senior Center, with the location and time to be confirmed.

553 **Mark London** said the time will be posted on the MVC website and suggested the public check
554 the site for the information.

555 **4. NEW BUSINESS**

556 Commissioners Present: T. Barnes, J. Breckenridge, C. Brown, M. Fisher, E. Hammarlund, F.
557 Hancock, L. Jason, J. Joyce, J. Malkin, K. Newman, N. Orleans, D. Sederholm, L. Sibley, B. Smith

558 **Erik Hammarlund** said he needs to schedule a Compliance Committee meeting and asked the
559 members of the Committee to let him know when they are available.

560 The meeting was adjourned at 9:30 p.m.

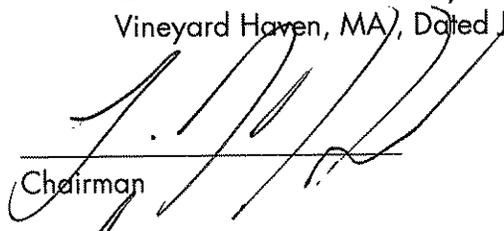
561 DOCUMENTS REFERRED TO DURING THE MEETING

- 562 • Martha's Vineyard Commission Minutes of the Commission Meeting – Draft, January 9,
563 2014
- 564 • Martha's Vineyard Commission Draft Budget FY 2015, Dated December 30, 2013
- 565 • Martha's Vineyard Commission DRI # 89-M3 Stop & Shop Expansion, MVC Staff Report –
566 January 21, 2014
- 567 • DRI 89-M3 Tisbury Stop & Shop Offers January 17, 2014
- 568 • New Correspondence List 2014-01-23, DRI 89-M3, Stop & Shop Expansion
- 569 • Letter to the Martha's Vineyard Commission from David Nathans, Re: Stop & Shop,
570 Vineyard Haven, MA, Dated January 23, 2014

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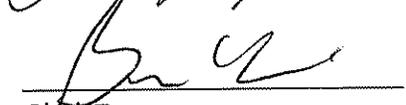
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574  _____
Chairman

2-20-14

Date

575

576  _____

3-4-14

Date

577 Clerk-Treasurer