



MARTHA'S VINEYARD COMMISSION

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REGIONAL PLANNING AGENCY OF DUKES COUNTY
SERVING: AQUINNAH, CHILMARK, EDGARTOWN, GOSNOLD, OAK BLUFFS TISBURY, & WEST TISBURY

Date: July 22, 2013

To: Bill O'Brien, on behalf of Stop & Shop

From: Mark London, Executive Director

Re: **Stop & Shop Application**

The following is a summary of requests for additional information about the Stop & Shop application based on the previous list of required materials, the discussion at the last hearing, and subsequent requests from Commissioners. It would be desirable to have these materials by next Monday so they can be reviewed by Commissioners and the public before the meeting. Some of this information may have been included in plans shown in the PowerPoint used at the last hearing, and should be provided in digital format.

For the Applicant

Information on Plans

- Context Model: It is strongly recommended that Stop & Shop insert the proposed store in the 3D (Sketch-Up) model of downtown Vineyard Haven that the MVC has provided. This would allow showing how the proposed building fits into its context as seen from any direction.
- Site Plans: The Existing Conditions Plan and Proposed Site Plan should include the nearest surrounding buildings, topography (contour intervals of one or two feet), existing fences, retaining walls, curbs, trees, other vegetation, roads, parking, etc. The proposed site plan should show the proposed topography (contour intervals of one or two feet) indicating what has changed from the existing situation. It should clearly indicate proposed landscaping such the location and types of trees to be retained, added, or removed (dotted lines), or a separate Landscape Plan should be provided.
- Property Lines: The property boundary lines should be shown clearly and consistently, preferably with a distinctive dashed line, on all site and architectural plans.
- Floor Plans: The ground level plans should include the exterior elements immediately adjacent to the building such as curbs, trees, dashed property lines, etc. Clarify the square footage of the lower floor that is not parking garage.
- Cross Sections: Cross sections should be provided to better explain how the levels work. These could include a longitudinal cross section from Water to Norton including the truck dock, as well as several cross-sections in the other direction. Clarify the height of the flood plain.
- Design of the Truck Dock and Upper Entrance: It is difficult to understand exactly what is proposed, especially how the levels change.

- Roofscape: A plan or aerial perspective showing the roofscape should be provided. It would be useful to clarify whether the applicant intends to install solar panels on the roof, and/or make a green roof.
- Lighting: The location, size, and design of all outdoor lighting should be shown, as well as an indication of when they will be on (e.g. off when the store is closed).
- Stormwater: The proposed containment of rainwater runoff from the roof of the building should be shown. Any planned modifications to surrounding streets and the Town Parking Lot should address stormwater to mitigate runoff. If the whole parking lot is to be redone, it would be possible to use green infrastructure elements to reduce the runoff such as vegetated swales, porous pavement or pavement blocks, and native vegetation.

Traffic, Parking, and Comfort Station

- All Keri Pyke's comments and requests should be responded to as soon as possible. MVC staff has been doing traffic counts which we will forward both to VHB and to Keri Pyke on Tuesday, with additional counts forwarded as they become available.
- As discussed at the hearing, the reorganization of Norton Lane, the Town Parking Lot, and the elimination of the comfort station might involve a longer decision-making and approval process at the Town level. Therefore, it is probably in Stop & Shop's interest to demonstrate that the proposed new store is feasible based on the existing situation, i.e. with Norton Lane open to Water Street, with the present configuration of the parking lot, and with the comfort station in place, similar to Alternative 2 submitted to LUPC in the spring. This would include demonstrating that the trucks could access the proposed truck dock.
- Then, Stop & Shop could support a subsequent effort by the Town and MVC to prepare a Downtown Vineyard Haven Traffic and Parking Study. This could look at options for Norton Lane, Union Street, the Town Parking Lot layout and management, and other related issues, so decisions can be made in a coordinated and comprehensive way. Stop & Shop could confirm its commitment to finance the future reconfiguration of the Town Parking Lot and removal of the comfort station, if it is so decided by the Town. It should be possible to carry out this study this summer and fall so that decisions could be made in time for the exterior changes to be completed in time for the opening of the new store. Alternately, it could be implemented as a second phase.
- Since elimination of the comfort station might be dependent on providing a viable alternative to Main Street shoppers, it would probably be desirable that Stop & Shop relocate the store washrooms right next to the upper entrance, so that it could offer highly visible washrooms accessible to the general public as a viable alternative to the comfort station.
- All site plan scenarios should incorporate a continuous sidewalk along the south side of Norton Lane, i.e. along the side of the store, from Main to Water Streets.
- There seems to be some confusion and concern about how the Stop & Shop parking garage will be managed. The narrative provided by the applicant says that the garage will be posted as being for Stop & Shop customers only with others being towed, though at the hearing, the applicant's representatives suggested that this would not really be enforced. If usage of Stop & Shop's parking is too loosely controlled, it could lead to the

garage being filled all day with long-term parkers. If too tightly controlled, it might place excessive demand on the Town Parking Lot because shoppers doing combined trips (Stop & Shop and other destinations) or who prefer to park outdoors would fill the Town Parking Lot first, making those public parking spaces less available to people shopping in Main Street stores or going to the ferry. It might be desirable for both the store and the Town that Stop & Shop make an agreement with the Town of Tisbury to have the Stop & Shop lot managed by the Town and on the same basis as the Town lot, namely 2-hour unrestricted parking supervised by the Tisbury Police Department

- Please clarify the use of the truck dock. When will the S&S trailer normally deliver and how long will the truck be at the dock? How many vendors will be delivering by box truck or van per day and generally at what time? How does this relate to the presence of the S&S trailer? Will delivery trucks use the Town Parking Lot for delivery because both truck docks are full, and if so, at what time of the day? Can appointments be made for delivery by vendors to spread out dock demand? Clarify what dictates the time of delivery: stocking shelves early for the day? availability of SSA reservations?
- Clarify the location of bicycle racks.

Open Space, Building Massing, and Building Design

- Several Commissioners had concerns about the lack of open space on the property and raised the possibility of including a small open space on Water Street that would provide a seating area for customers and visitors, in addition to reducing the building massing.
- Staff and the Tisbury Planning Board have suggested on several occasions that the façade on Water Street be pulled back by about 5 feet to allow for a wider sidewalk that includes street trees.
- MVC staff is prepared to facilitate a meeting between the applicant and the Tisbury Historical Commission, as suggested by that Commission. The aim would be to discuss specifics of the building design in order to have it better fit into the character of the area, to break up the massiveness of the building, and to relate better to the design of historic Vineyard Haven buildings. Some options might include:
 - For the sections of the façade treated as gabled ends, continuing the same material for the entire façade and eliminating the horizontal line above the second floor, in order to break up the horizontality of the overall building,
 - On the Water Street façade, making the storefront treatments higher and adding a window to the "third floor" gabled end; adding a tourist information panel under the row of windows in the middle section (including maps of the Martha's Vineyard and Vineyard Haven, and directing people to the Chamber of Commerce Visitor Information Center around the corner),
 - Varying the exterior materials by treating the volumes being expressed as traditional buildings in white clapboard with the infill sections remaining as shingle,
 - Breaking up the north (parking lot) façade of the building by recessing some sections.
- Though not necessarily of direct concern to the Commission, several people have noted that the north-east corner of the building offers exceptional views of the Vineyard Haven Harbor. This could be used to benefit customers by having a more open stairway and elevator leading down from the store level to the Water Street entrance, by having large

windows at this corner of the store, and/or by incorporating an exterior space either at the store level or on the roof.

Employment

- Please clarify current and projected employment with respect to total year-round and seasonal numbers as well as part time and full time employees. It would also be useful to indicate what percentage of employees are unionized.

Affordable Housing

- The proposed mitigation should be clarified. The MVC's Affordable Housing Policy refers to monetary mitigation based on the project's total square footage (\$86,200 for a 47,600 square foot project) and more information on the replacement of the 3 bedroom dwelling (15 Cromwell)..
- One option that could be discussed is that Stop & Shop commit to continue to provide housing or housing subsidies for current or future employees on a permanent basis. In this case, the applicant would have to clarify the nature of these subsidies such as who receives them and on what basis.

Construction on Public Property

- Since this is a new building, what justification is there for encroaching on public property, other than the applicant trying to maximize its floor space?
- It would seem preferable that the upper entrance to the store be within the volume of the building, right next to the truck dock, with ramping taking place within the building. This would provide more direct access into the building and would eliminate the encroachment into the Town Parking Lot.

Archeology

- Clarify that the applicant is prepared to carry out an intense archeological survey of 15 Cromwell and the back of the Golden Dragon as recommended by the Massachusetts Historic Commission, and to implement any additional archeological work as requested by the MHC.

For MVC Staff

- Clarify how big this store is, both in terms of floor space and building bulk, compared to other Island grocery stores and other large buildings in Tisbury.
- Since the MVC's traffic policies were not designed for a project of this scale, it would be useful to see how the Cape Cod Commission's policies would apply to this application. What would the CCC's transit contribution to offset traffic impacts be, based on the Cape Cod Commission's transit share analysis?
- Check that a parking garage is permitted under Tisbury zoning.