Fine Fettle Modifications
DRI 696-M

Martha’s Vineyard Commission
June 9, 2022
Fine Fettle Modifications

Applicant: Fine Fettle Dispensary (FFD); Ben Zachs (COO), Ellen Kaplan (agent)
Owner: Cedar Box MV LLC
Project Location: 510 State Road (Map 16, Lot 101), West Tisbury
Zoning: Mixed Business (MB)
Proposal: Modifications related to hours and operations
Locations: 510 State Road, West Tisbury
Local permits: Special permit modification
Checklist: 1.3D (Previous DRI)

LUPC: 4/4/22 - Voted 5-2 to recommend a public hearing
MVC 4/28/22 – Voted 9-5-1 to recommend a public hearing
DRI 696-M: 510 State Road, West Tisbury
Project history: 510 State Road

**DRI 696 (2020):** To allow recreational sales at an existing registered marijuana facility at 510 State Road.

The applicant at the time was Patient Centric of Martha’s Vineyard, which later sold the facility and state Cannabis Control Commission licenses to Fine Fettle Dispensary (FFD).

The dispensary began operations in July 2021.
Proposal: 510 State Road

Modification of the following conditions:

1.1 As offered by the Applicant, there shall be no walk-in sales. All sales are to be made by appointment only. **DELETE**

1.2 As offered by the Applicant, the hours of operation shall be limited to no more than 10AM to 6PM (7PM Daylight Savings Time) Sunday through Thursday; and 10AM to 7PM (8PM Daylight Savings Time) on Friday and Saturday.

CHANGE TO: From Labor Day through Memorial Day [end of May – beginning of Sept.], Monday through Saturday 9AM to 6PM; from the day after Memorial Day through the day before Labor Day, Monday through Saturday 9AM to 7PM and Sunday 12PM to 6PM.

1.3 As offered by the Applicant, there shall be no more than five appointments per fifteen-minute period, with an additional sixth appointment reserved for express orders. **DELETE**

2.1 As offered by the Applicant, for at least the first three months of operation (and possibly longer, as determined by the Town of West Tisbury), PCMV shall employ two parking attendants to allow for the safe and efficient flow of traffic. The Applicant shall, at all times, engage at least one parking attendant to monitor parking and traffic on the site and to ensure that no unauthorized use of the adjacent premises by patrons of the Applicant’s business occurs. **DELETE**

2.3 Subject to the West Tisbury zoning bylaws, the Applicant shall install a sign at the entrance to the premises saying, among other things, that sales are by appointment only, no walk-ins. All advertising and media must include this notice as well, provided that such media may note that sales may be made online for delivery or for express-line pickup (subject to an appointment for pickup). **DELETE**
Planning concerns

Economic development
Traffic and transportation
Economic development

• The applicant has stated that existing conditions 1.1 and 1.3-2.3 have created an unnecessary burden for customers, patients, and staff in terms of scheduling, navigating the reservation system, and restricting visits to 15 minutes.

• The applicant also notes that Tisbury has allowed the separate Island Time dispensary on Mechanic Street to shift from appointment-only to walk-ins.

• The applicant has stated that the modifications are intended to improve efficiency and eliminate logistical issues and are not expected to lead to any increase in customers or employees.
Traffic and transportation

The applicant has provided the following data from the first nine months of operations at 510 State Road (transactions generally correspond to the number of vehicle trips):

**Summer**
- Peak day: 111 transactions (110 recreational, 1 medical) – opening day
- Peak hour: 25 transactions (11AM-12PM)

**Off-season**
- Peak day: 37 transactions (30 recreational, 7 medical)
- Peak Hour: 11 transactions (4-5PM)

**Average daily customers**
- 32.4 (27.7 recreational, 4.7 medical)
Traffic and transportation

From 2020 MVC traffic staff report:

- Traffic volumes were collected over a seven-day period on State Road south of Indian Hill Road in August 2017, and a MassDOT growth rate was applied to account for Covid.
- The 5-day (Mon-Fri) average daily traffic was roughly 10,353 vehicles per day, while the 7-day (Mon-Sun) average daily traffic was roughly 10,205 vehicles per day.

Trip generation estimates based the Institute of Transportation Engineers (ITE) Land Use Code 882 – Medical Dispensary in 2020 were much higher than observed customer visits at 510 State Road. (About 350 vs. 32 average daily trips.)

Observed daily trips at a dispensary in Lynn in 2019 were also much higher than observed customer visits at 510 State Road since July 2021. (About 120 vs. 32 average daily trips.)

Current conditions:

Peak-day (opening day) traffic at 510 State Road, based on customer data, would amount to 1% of average daily traffic (Mon-Sun) based on the 2017 counts.

Average daily traffic at 510 State Road would amount to 0.3 % of average daily traffic based on 2017 counts.
Traffic and transportation

• The applicant has stated that transactions take about 3-6 minutes each and there are six registers available, so the business can potentially handle 10 transactions per hour per register, about 60 transactions per hour, or 600 during a 10-hour day.

• Accounting for employee parking, there are generally 15 spaces available for customers, and each space can be used 10 times in an hour, based on the 6-minute transaction time. So to fill the lot, there would need to be 150 customers per hour.
Traffic and transportation

• The applicant has stated that the parking at 510 State Road spots (22 paces shown on site plan) have been ample, including in the summer, and that all 22 spots have never been used at one time.

• Parking attendants have been employed as required by condition 2.1, along with the installation of a stop bar and stop sign (condition 2.4) and striping for the in and out lanes (condition 2.5).

• The West Tisbury Policy Chief has stated that there have been no issues with the dispensary since it opened, including in regard to traffic. (The Tisbury Police Chief has also stated that there have been no traffic issues with Island Time.)

• Based on sales data for 2021, parking space would not be an issue.

• Applicant has offered to pay for a sign on the neighboring property saying, “Tea Lane Associates Parking Only.”