

O.B. Bowling Center

I. Overview of Project

The project is to develop a long-derelict Uncas Avenue property into a family bowling center. The center will have 10 bowling lanes (two of which can be isolated for private parties), a golf simulator, 18 seat bar, 44 seat restaurant, event room, two affordable apartments and a private parking lot for 32 cars.

The building footprint is about 9,500 sf. The second floor of 4,000 sf brings the total finished area to about 13,500 sf.

II. Benefit to Island

Bowling has a long history on the Island. However there has been no bowling for several decades. Accordingly this would be the only bowling facility in the Island. The year-round population of 17,000 will support 11 lanes of bowling at the industry rate of one lane per 1500 people.

Experience with the new MV Film Center reveals a population starved for off-season activity. Bowling is wholesome, inexpensive and not weather dependent. We envision a facility suitable for family outings, bowling leagues, family dining, birthday parties and a place to meet and greet.

The facility will be generally open seven days per week. The opening hour will be flexible dependent on demand, but never before 9 AM. In the evenings no drinks, food, or bowling activity will be sold after 10:30 PM Sunday through Thursday, and 11:30 PM Friday and Saturday.

III. Zoning/Regulatory Considerations

This project is a matter of right under zoning. There is a 5' required front setback and a 5' buffer required from residential uses. The building and parking lot will be buffered from adjacent uses by fencing and landscaping

General review will be required by the Martha's Vineyard Commission, design review by Cottage City Historic Commission, site plan review by Oak Bluffs Planning Board, and approval by Oak Bluffs Selectmen for a liquor license.

IV. "Green" Features

The project will have a denitrifying septic system to meet MVC nitrogen loading limits for the Oak Bluffs Harbor watershed.

Storm drainage from roofs will be treated on the property with underground leaching galleys. The parking lot will be self-percolating gravel.

The large roof over the bowling lanes is suitable for solar collectors, which will be pursued with a third party contractor.

V. Neighbor Relations.

The developers are mindful that this commercial property abuts residential zoning and are sensitive to the impacts of a commercial development. Accordingly, all abutting neighbors were invited to a special presentation of the project by the developers. At this meeting the residents were distressed to learn that they would abut a parking lot because they imagined noise and light in the evenings. In response to this the developers “reversed” the project, placing the parking at the opposite end of the property where it is totally removed from their residences. In doing so the number of lanes was reduced from 12 to 10.

VI. Economic Benefits.

Currently the property is essentially derelict. The construction of the project will inject some \$3 million into the local economy while under construction. After completion the center will employ between 20 and 25 people, at least half of whom will be full time workers.

VII. Housing.

The project includes two affordable apartments.

VII. Design and Ambiance.

The developers will not embrace the current trend toward glitzy, new age finishes and graphics, loud music and jarring lighting in bowling centers. Instead, we will seek a more rustic design in the New England vernacular, both inside and out. In place of assaulting music videos above the lanes we envision projecting the work of Vineyard photographers and sporting events of local interest.

We envision a simple menu featuring in addition to pizza and burgers, such local fare as lobster rolls, fried clams and chowder. Some entrees will be available for around \$10.

Overall we hope to promote an open, friendly atmosphere, offering a reasonably priced night-out to locals as well as visitors.