



EDGARTOWN MEAT & FISH MARKET

***POST OFFICE SQUARE
EDGARTOWN, MA 02539***

SUMMARY AND OVERVIEW OF PROPOSED CHANGE OF USE

***Prepared for the Edgartown Planning Board
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1. SUMMARY OF PROPOSAL

John Ready and his son Sean Ready d/b/a Edgartown Meat & Fish Market have an agreement to purchase the former Hollywood Video space at Post Office Square, Edgartown. The proposed use of the property is to open a year-round market and deli in a portion of the space that was occupied by Hollywood Video. Hollywood Video occupied approximately 5,760 s/f of retail space with 300 s/f of office space. The proposed operation will have approximately 1,508 s/f of retail market space and 805 s/f of space for a bagel and delicatessen shop. There will be 2,537 s/f of kitchen, prep area and storage supporting the market and food service operations. The remaining space in "Unit 3" will be leased to a separate retail operation that has not yet been identified.

Edgartown Meat & Fish Market represents the revival and perfection of the neighborhood market. It is a small grocery location catering to the fast paced, demanding, and quality driven customer looking to find everything needed to set the table. We specialize in the sale of high quality goods including meats, marinated meats, seafood, fresh produce, wine and beer. In addition to products from our regional suppliers we will also be carrying local produce and meats from island farms as well as local seafood from the island fishing fleet.

The bagel and deli portion of the business is uniquely designed to fulfill another need of the Edgartown area. The coffee will be roasted on the premises daily. The bagels will be the only bagels freshly made in Edgartown and will include over a dozen bagel flavors along with hand made cream cheeses. The deli counter will include a variety of gourmet sandwiches, in house roast beef, panini's, bagel sandwiches and custom sandwiches made to order for each customer. There will be a limited number of seats for customers that wish to eat on the premises.

The market would operate from 6AM until 8PM daily. As the property abuts a residential neighborhood the trash removal and deliveries would be scheduled so as to not disturb any neighbors. All employees would be required to park at the town parking lot adjacent to Post Office Square.

Currently, the Readys have two other locations outside of Burlington, Vermont known as The Shelburne Meat Market that have been extremely well received by the community.

2. EXISTING CONDITIONS

Post Office Square currently consists of the United States Post Office, a branch of Martha's Vineyard Savings Bank, Granite Hardware and other small retail and service businesses. It has sufficient parking to service all of the businesses, which included Hollywood Video until November, 2009. Hollywood Video used both Unit 2 and Unit 3 of the Building B at Post Office Square totaling approximately 6,060 s/f. 5,760 s/f was used for retail and approximately 300 s/f was for office and storage.

3. TRAFFIC

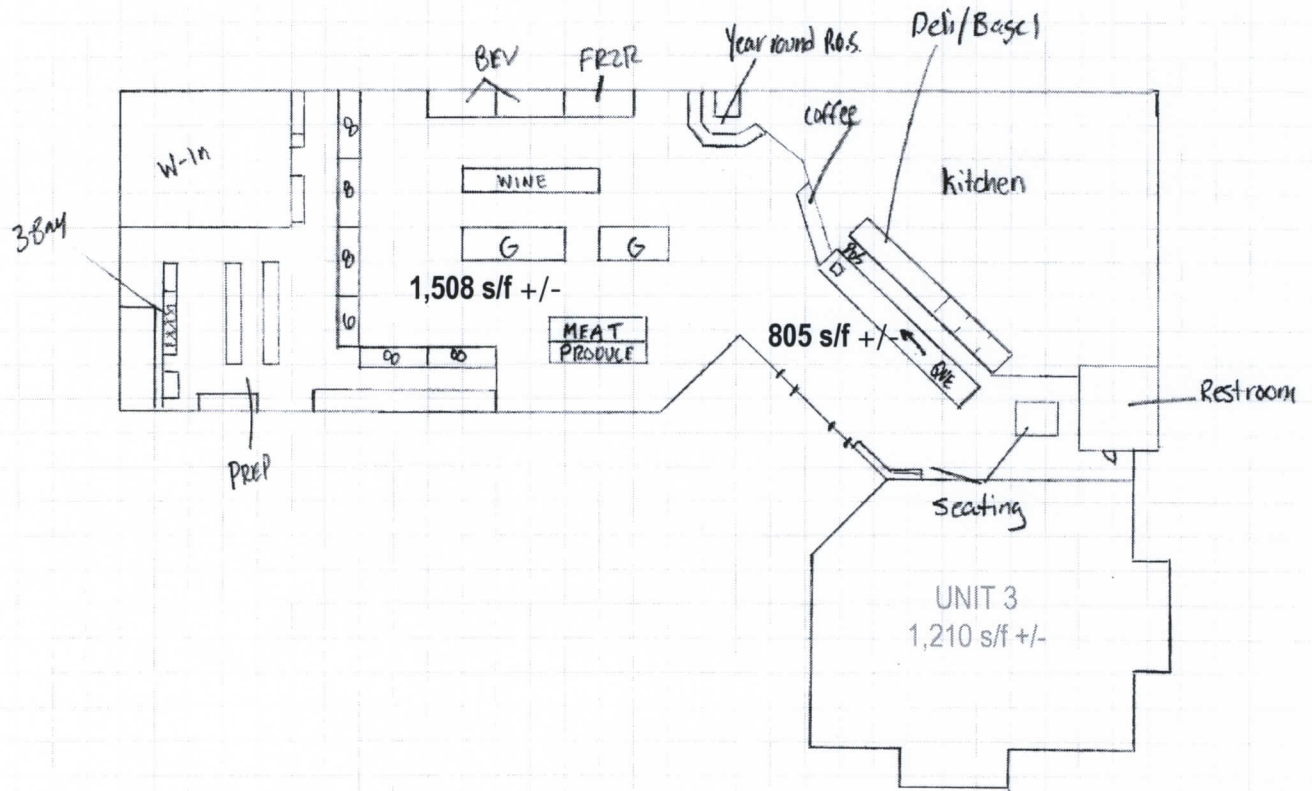
A traffic study should not be required for this proposed change in use as a typical traffic study would focus on entrances and exits, new entries, construction, etc. Whereas, in this instance Post Office Square has been an established retail location for over twenty (20) years, the entrances and exits are existing, the parking is existing and the building has been previously used by an active retail business. The only traffic issue is whether the proposed market and deli will generate substantially more traffic than the previous business, Hollywood Video. Based upon a review of the Institute of Transportation Engineers (ITE) Trip Generation Rate table the proposed use will actually be a reduction in the traffic generated by Hollywood Video. According the attached ITE table the video store would generate 31.33 trips per peak hour. The market would generate 6.3 trips per peak hour and the deli 8.4 trips per peak hour for a total of 14.7 trips per peak hour or approximately a 55% decrease from the traffic flow created by the video store. Additionally, the actual traffic flow directly attributable to the market will be even lower as many of the customers at the market and deli will not be unique trips, but rather ancillary to existing trips due to the location of the proposed market and deli in close proximity to the post office, banks, and other businesses including a hardware store and pharmacy.

4. PERMITTING REQUIREMENTS

The proposed change in use from a video store to a market and deli requires a Special Permit from the Edgartown Planning Board pursuant to Article 10.2.5 which requires Special Permits for a change of use from one category of use to another if the proposed use is the retail sale of groceries [Article 10.2.5(iv)] or the sale of food or drink prepared or portioned on site for consumption either on site or off site [(Article 10.2.5(v))].

The proposed use will also require a referral to the Martha's Vineyard Commission as the property formerly being a DRI and the change of use are on the DRI checklist.

PROPOSED INTERIOR FLOOR PLAN



INSTITUTE OF TRANSPORTATION ENGINEERS

TRIP GENERATION RATE (PM Peak Hour)

(Trip Generation Manual, 8th Edition)

Code	Description	Unit of Measure	Trips Per Unit
PORT AND TERMINAL			
30	Truck Terminal	Acres	6.55
90	Park and Ride Lot with Bus Service	Parking Spaces	0.62
INDUSTRIAL			
110	General Light Industrial	1,000 SF	0.97
120	General Heavy Industrial	Acres	2.16
130	Industrial Park	1,000 SF	0.86
140	Manufacturing	1,000 SF	0.73
150	Warehousing	1,000 SF	0.32
151	Mini-Warehouse	1,000 SF	0.26
152	High-Cube Warehouse	1,000 SF	0.10
170	Utilities	1,000 SF	0.76
RESIDENTIAL			
210	Single-Family Detached Housing	Dwelling Units	1.01
220	Apartment	Dwelling Units	0.62
230	Residential Condominium / Townhouse	Dwelling Units	0.52
240	Mobile Home Park	Dwelling Units	0.59
251	Senior Adult Housing - Detached	Dwelling Units	0.27
252	Senior Adult Housing - Attached	Dwelling Units	0.16
253	Congregate Care Facility	Dwelling Units	0.17
254	Assisted Living	Beds	0.22
255	Continuing Care Retirement Community	Dwelling Units	0.29
LODGING			
310	Hotel	Rooms	0.59
320	Motel	Rooms	0.47
330	Resort Hotel	Rooms	0.42
RECREATIONAL			
411	City Park	Acres	0.16
412	County Park	Acres	0.06
413	State Park	Acres	0.07
415	Beach Park	Acres	1.30
416	Campground / Recreation Vehicle Park	Camp Sites	0.37
417	Regional Park	Acres	0.20
420	Marina	Berths	0.19
430	Golf Course	Acres	0.30
431	Miniature Golf Course	Holes	0.33
Code Description			
UNIT OF MEASURE			
432	Golf Driving Range	Tees / Driving Positions	1.25
433	Batting Cages	Cages	2.22
435	Multi-Purpose Recreational Facility	Acres	5.77
437	Bowling Alley	1,000 SF	3.54
441	Live Theater	Seats	0.02
443	Movie Theater without Matinee	1,000 SF	6.16
444	Movie Theater with Matinee	1,000 SF	3.80
445	Multiplex Movie Theater	1,000 SF	4.91
452	Horse Race Track	Acres	4.30
454	Dog Race Track	Attendance Capacity	0.15
460	Arena	Acres	3.33
473	Casino / Video Lottery Establishment	1,000 SF	13.43
480	Amusement Park	Acres	3.95
488	Soccer Complex	Fields	20.67
490	Tennis Courts	Courts	3.88
491	Racquet / Tennis Club	Courts	3.35
492	Health / Fitness Club	1,000 SF	3.53
493	Athletic Club	1,000 SF	5.96
495	Recreational Community Center	1,000 SF	1.45
INSTITUTIONAL			
520	Elementary School	1,000 SF	1.21
522	Middle School / Junior High School	1,000 SF	1.19
530	High School	1,000 SF	0.97
536	Private School (K-12)	Students	0.17
540	Junior / Community College	1,000 SF	2.54
560	Church	1,000 SF	0.55
565	Daycare Center	1,000 SF	12.46
566	Cemetery	Acres	0.84
571	Prison	1,000 SF	2.91
590	Library	1,000 SF	7.30
591	Lodge / Fraternal Organization	Members	0.03
MEDICAL			
610	Hospital	1,000 SF	1.14
620	Nursing Home	1,000 SF	0.74
630	Clinic	1,000 SF	5.18
640	Animal Hospital / Veterinary Clinic	1,000 SF	4.72

Code	Description	Unit of Measure	Trips Per Unit
OFFICE			
710	General Office Building	1,000 SF	1.49
714	Corporate Headquarters Building	1,000 SF	1.40
715	Single Tenant Office Building	1,000 SF	1.73
720	Medical-Dental Office Building	1,000 SF	3.46
730	Government Office Building	1,000 SF	1.21
732	United States Post Office	1,000 SF	11.12
733	Government Office Complex	1,000 SF	2.85
750	Office Park	1,000 SF	1.48
760	Research and Development Center	1,000 SF	1.07
770	Business Park	1,000 SF	1.29
RETAIL			
812	Building Materials and Lumber Store	1,000 SF	4.49
813	Free-Standing Discount Superstore	1,000 SF	4.61
814	Specialty Retail Center	1,000 SF	2.71
815	Free Standing Discount Store	1,000 SF	5.00
816	Hardware / Paint Store	1,000 SF	4.84
817	Nursery (Garden Center)	1,000 SF	3.80
818	Nursery (Wholesale)	1,000 SF	5.17
820	Shopping Center	1,000 SF	3.73
823	Factory Outlet Center	1,000 SF	2.29
841	New Car Sales	1,000 SF	2.59
843	Automobile Parts Sales	1,000 SF	5.98
848	Tire Store	1,000 SF	4.15
850	Supermarket	1,000 SF	10.50
851	Convenience Market (Open 24 Hours)	1,000 SF	52.41
852	Convenience Market (Open 15-16 Hours)	1,000 SF	34.57
853	Convenience Market with Gasoline Pumps	1,000 SF	59.69
854	Discount Supermarket	1,000 SF	8.90
857	Discount Club	1,000 SF	4.24
860	Wholesale Market	1,000 SF	0.88
861	Sporting Goods Superstore	1,000 SF	3.10
862	Home Improvement Superstore	1,000 SF	2.37
863	Electronics Superstore	1,000 SF	4.50
864	Toy / Children's Superstore	1,000 SF	4.99
866	Pet Supply Superstore	1,000 SF	3.38
867	Office Supply Superstore	1,000 SF	3.40
875	Department Store	1,000 SF	1.78

Code	Description	Unit of Measure	Trips Per Unit
876	Apparel Store	1,000 SF	3.83
879	Arts and Craft Store	1,000 SF	6.21
880	Pharmacy / Drugstore without Drive-Through Window	1,000 SF	8.42
881	Pharmacy / Drugstore with Drive-Through Window	1,000 SF	10.35
890	Furniture Store	1,000 SF	0.45
896	Video Rental Store	1,000 SF	13.60
SERVICES			
911	Walk-In Bank	1,000 SF	12.13
912	Drive-In Bank	1,000 SF	25.82
925	Drinking Place	1,000 SF	11.34
931	Quality Restaurant	1,000 SF	7.49
932	High-Turnover (Sit-Down) Restaurant	1,000 SF	11.15
933	Fast Food Restaurant without Drive-Through Window	1,000 SF	26.15
934	Fast Food Restaurant with Drive-Through Window	1,000 SF	33.84
935	Fast Food Restaurant with Drive-Through Window and No Indoor Seating	1,000 SF	153.85
936	Coffee / Donut Shop without Drive-Through Window	1,000 SF	40.75
937	Coffee / Donut Shop with Drive-Through Window	1,000 SF	42.93
938	Coffee / Donut Shop with Drive-Through Window and No Indoor Seating	1,000 SF	75
940	Bread / Donut / Bagel Shop with Drive-Through Window	1,000 SF	19.56
941	Quick Lubrication Vehicle Shop	Service Bays	5.19
942	Automobile Care Center	1,000 SF	3.38
943	Automobile Parts and Service Center	1,000 SF	4.46
944	Gasoline / Service Station	Fueling Positions	13.87
945	Gasoline / Service Station with Convenience Market	Fueling Positions	13.38
946	Gasoline / Service Station with Convenience Market and Car Wash	Fueling Positions	13.94
947	Self Service Car Wash	Stalls	5.54
948	Automated Car Wash	1,000 SF	14.12

Note: All land uses in the 800 and 900 series are entitled to a "passby" trip reduction of 60% if less than 50,000 ft² or a reduction of 40% if equal to or greater than 50,000 ft².

* Approximated by 10% of Weekday average rate.