

CITY OF BEVERLY

PUBLIC MEETING MINUTES

BOARD: Parking and Traffic Commission
SUBCOMMITTEE:
DATE: April 6, 2021
BOARD MEMBERS PRESENT: Richard Benevento (Chair), Darlene Wynne (Vice Chair), George Binns, Michael Collins, Capt. Ryan Laracy, Jonathan Salt, Sgt Michael Henebury
BOARD MEMBERS ABSENT: Leslie Gould, John Lozada
OTHERS PRESENT: Miranda Siemasko, Damien Savoie, Rebecca Brown, Matthew Lalone, Michael Aveni, Rick Alpern, Zachary Brock, Ben Alpern, Bill Taylor, Chris Tymula, Connor Yost, Dan Brosnan, Jane Davis, John McKee, Bernice Cordiero, "What's Happening Beverly"
RECORDER: Sharlyne Woodbury

Benevento chairs and opens the meeting at 8:30 am.

This is a virtual meeting with special meeting format as required to honor Governor Baker's State of Emergency declared due to the national crisis of COVID-19.

1. Approval of Minutes

Henebury moves to approve December 15, 2020 minutes as presented. Salt seconds. The motion carries 7-0.

Henebury moves to approve January 5, 2021 minutes with comment by Salt. Salt seconds. The motion carries 7-0.

Henebury moves to approve February 2, 2021 minutes as presented. Salt seconds. The motion carries 7-0.

March 2, 2021 minutes tabled to the May 4, 2021 meeting. Benevento has edits.

2. Review and Recommendation to ZBA: Special Permit for a retail marijuana dispensary – 350-354 Rantoul Street – Fresh Fields LLC

Miranda Siemasko, Rick Alpern, Matthew Lalone, Rebecca brown, and the Warren Street Architects are present. Siemasko reviews the current mixed-use building cofirming the apartments will be eliminated and ground space will be consolidated. The renovation of the entire building will be for marijuana retail use of both floors. The external building structure will remain the same with internal renovations only. Siemasko reviews the interior layout going over the sales floor, customer exits, entry and shopping flow, retail showcasing, product storage, security details. Most of the retail is expected to be online ordering. Associated parking to the site is worthy of explanation. The actual building lot is 352 Rantoul street. The parking is for the benefit to the condo building to the rear as part of an easement. There is a reciprocal easement agreement at 354. Four spaces will be available for on-site parking at 354, the remaining parking will be for the condo use. 500 feet from building, 380 Rantoul, 12 of the spaces are permanent

exclusive use to the applicant with 8 spaces leased to the applicant, 3 frontage spaces, for a total of 19 exclusive spaces and 8 shared. The applicant is compliant for site parking. Siemasko is aware of significant traffic and queuing as the dispensaries have become open noting the traffic abates as time goes on. The applicant has an agreement with temple up the street for 20 additional parking spots for employees. Siemasko reviews the read of the building. A fence will be able to fold out and enclose for secure van deliveries. The expected deliveries are 3-4 times a week at 15-20 mins each.

Brown presents the traffic analysis. Brown reviews the parking spaces; modes of transportation, traffic with current barber and florist businesses, public transportation services, bike use, pedestrian traffic, MBTA access, assessment of parking generation, ADA accessibility, and van use. Brown briefly touches upon the Depot II sidewalk reconstruction plan in coordination with Hub Mobility. Reviews the posted speed limits and their site lines for West Dane Street and Rantoul Street. All the driveways for distance and sight meet requirements. West Dane at Site Driveway does not meet stopping site distance. Brown reviews the particulars. The newly installed bump outs slow vehicle speed.

Reviews trip generation comparison data. From 66-111 trips per peak hours. Reviewed processing times of transactions. Assuming 10-minute transaction time with 3 registers, about 18 patrons per hour. Hours of operation are 10 am to 8 pm. Would be able to process about 360 transactions per day, anticipate 19 employees per day. Employees arrive before and after peak hours. Data was used from a wide variety of MA locations. These facilities were opened very early in the process when dispensaries were new. The data from the per 1000 sq. ft ranged from 10-90. Data is broad and inconsistent. Data was more consistent per point of sale, 10-24, avg transaction time of 7.5 minutes. Brown explained the empirical data used. Reviewed estimated trips with current site for multi-family housing and retail use. Generates about 100 use per day. Anticipated to generate about 50 additional trips during peak hours with storage and supply deliveries. Reviews data for travel means to the site, ride share options, personal cars, etc. provides breakdown in percentages of expected modes of travel. Reviews multi modal catchment areas, looked at local residents who can walk and bike to the site. Mapped all commuter rail stations and MBTA bus stops/routes and the number of residents in that area. Includes bus route 451. Brown reviews the zoning and parking information data.

Benevento interjects, appreciates the additional information and statistical data. Benevento expresses concerns with the empirical data used for the presentation's analysis; leery of the assumptions provided in the data. Confirms the other Beverly marijuana dispensary location is not open, and notes where neighboring dispensaries are. Benevento offers comments on the parking assumptions. Main concern for exacerbated trips when parking is not found or available. Inquires into parking signage and directives, employee parking at the church, valet parking, and the parking spaces off West Dane Street. The success of the business shouldn't be on the backs of commuters when they're trying to get where they need to go. What is the contingency plan for parking after the 5-year lease is up. Will parking need to be restricted for deliveries.

Wynne informs the Commission a recommendation is required to the ZBA and planning department. The parking and traffic analysis is required for that process for the special permit. Police and FF look at the information separately. Wynne has concerns of delivery frequencies and condo use for residents, access to parking spaces for easement, and signage for offsite parking. Do not want people driving around in circles. Laracy confirms no changes as far as BFD access to properties. Salt comments the study between what they assume to process per hour, 26 customers, as opposed to a true demand of maybe 60 customers per hour, they really do not know exactly what the traffic will be.

Siemasko weighs in. the applicants are willing to do appointment only as the store opens to ease traffic concerns. They do not see that as permanent, but for initial roll out potentially first 90 days. Siemasko addresses other questions. Share concerns for signage and directing customers where additional parking is available. The parking lease allows them to install signage marking the area. There are renewal options after 5 years. The zoning ordinance allows for enforcement for arrangements beyond the lease if the lease is broken. Siemasko reiterates the anticipate 3 deliveries per week, taking about 20 mins per delivery. There will be staff monitoring when they arrive, leave, address security concerns, and assistance leaving the site. Henebury has concerns about sight distance on West Dane Street and Rantoul. Calls attention to crash concerns where there is a lot of accidents in that area. Expresses concerns over employees attempting to park closer. Benevento mentions a potential restaurant added to the area will compromise parking along Rantoul.

Rick Alpern addresses the novelty and demand since the dispensary openings. Reviews the local area shops in Salem, Danvers and Gloucester. Encourages people to visit the sites. They are committed to having a detail there. They want to make sure there's not too much impact. As part of customer service, they intend to be as aggressive as possible in notifying customers where to park and to notify community of coming to the business. Alpern speaks to parking at the church up the street. They want to focus on customer experience, great transaction, and short transaction time. Alpern wants to reassure the committee of little impact. Commissioners point out what happens when the restaurant needs those spaces and they are no longer available. Benevento would like to visit another site and review information from other dispensaries. Salt goes back to his original comment and concern. Speaks to ongoing demand. Still does not know how many customers expect to be processed once business settles down. That would be indicative of car traffic. Salt points out the difficulty of parking during the evening hours between 5-8 p.m. Alpern anticipates a lot of online ordering and quick pickups.

Benevento informs the applicant in the interest of time they will continue to the next meeting. Encourages commissioners to do own research in the meantime. Brown asks if there are additional info needed. The Commission would like further clarification on West Dane site issues, traffic, parking and attendant needs to be clearer.

There being no further comments or questions.

Wynne, moves to continue to next meeting. Henebury seconds. The motion carries 6-0 (Binns did not vote).

3. Review and Approval of Traffic Demand Management Plan pursuant to conditions of approval: Site Plan Review #138-19- 44 Dunham Ridge (50 Dunham Road) Cummings LLC

Michael Aveni and Damien Savoie represent the applicant. Submitted plan put together by Northshore TMA as part of the condition for site plan review for 43-44 Dunham Ridge project. Commissioners agree the plan is comprehensive and are comfortable with plan recommendations. The project does not anticipate any issue with membership if there are some applicants later. Aveni confirms there is space for future applicants. Wynne inquires to the EIR draft status. Salt appreciates the report and site plans.

There being no further comments or questions.

Wynne moves to accept the traffic demand management plan pursuant to conditions as submitted. Salt seconds. The motion carries 6-0 (Binns did not vote).

4. Discussion: Identifying suitable parking alternative for Veteran's House at 62 Pleasant Street – Peabody Properties

John McKee introduces himself and provides a brief background of the mixed-use building. McKee reviews the parking agreement and arrangements for the daily traffic at the site. Reviews all the VA and VSO staff coming in and out of the office. Informs the Commission they had a gentlemen's arrangement with the Trafton Hotel for additional parking. With the Depot II project construction set to begin they lose that parking. McKee asks that some parking spaces are reserved. Currently the building does not have any designs on the space, but they would like to keep some space in reserve for ad hoc use for the daily foot traffic and the comings and goings of staff. The space is intended to make access for the staff and services that come to the veterans.

Henebury reviews the concerns addressed by Perinchief of residents parking along the space. Neighboring condo resident's issues were included. The turning, entering, and exiting Court street while parking along the space is an issue. Benevento asks how enforceable are private parking signs. Henebury explains why they cannot ticket cars on private way. McKee interjects noting their intent is to preserve the space from being an entire fire lane. They need it for the daily traffic between staff and Perinchief's constituency. McKee mentions no one brought neighboring condo concerns to them. Laracy adds comments that the BFD biggest concern is making a turn at Court Street and access to the fire hook up. As long as they have up to 5 feet of access past the fire connection.

Wynne inquires what the process is for adding the fire lane; specifically, if it goes to City Council. Henebury answers it's not an amendment to an ordinance; it's at the discretion of the fire chief. Benevento asks the Commission if they want to send a recommendation to the solicitor's office.

There being no further comments or questions.

Wynne moves to recommend a fire lane be added at the discretion of the BFD Fire Chief, with any remaining space utilization for the Court Street local traffic and mixed building use. Collins seconds. The motion carries 6-0. Binns had left the meeting.

5. Discussion: Set date and agenda items for a joint meeting with the BBC

The commission sets forth a flexible schedule to have the BBC as recurring guests per their needs. The BBC will be item #1 on the May 4, 2021 agenda. Suggested time allotment for discussion is between 30-45 minutes. Salt informs the Commission packets will be distributed before the meeting for important key topics. Wynne notes Brosnan expressed interest in discussing the streets policy. Salt mentions 3 areas of discussion for the BBC May meeting.

There being no further comments or questions. No additional actions at this time.

6. New/Other Business:

None at this time.

7. **Adjournment**

Wynne moves to adjourn. Salt seconds. The motion carries 6-0.
Meeting adjourned 10:30 am.

Next meeting scheduled for 5.4.21.