

## **MarketStreet Advisory Committee (MSAC)**

### **Meeting Minutes**

**April 26, 2018**

**7:30 p.m. – 9:30 p.m.**

**Merritt Room, 600 MarketStreet**

**Attendance: J. Bayer, P. Parziale, S. Yerardi, A. Ferullo,**

**W. McKenzie, A. Mitchell, G. Covino, J. Gioioso, B. Charville, P. Doucette, D. Breen,  
R. Dalton, T. McClory, J. Fleming**

**Guests: T. Tye ND, D. Straus WS, K. Wetherbee WS, C. Barrows WS, C. Woods WS,  
R. Hart VHB, L. Cranor RKG Associates**

**NEXT MEETING: Thursday MAY 10<sup>TH</sup>**

**Merritt Room, 600 MarketStreet 7:00 P.M.**

1. Chairperson Bayer, calls meeting to order
2. Agenda review, meeting goals and expectations
3. Vote on minutes from April 4, 2018 meeting
  - a. Motion to approve carried.
4. Theater Topic – **Building Design (Includes Sound/Noise) & theater experience**
  - a. National Development present information on building design
    - i. Video presented of Superlux in Chestnut Hill and CMX in Brickell, FL.
    - ii. Proposal for a one-story building with outdoor patio area adjacent to Gaslight
    - iii. Architecture will be complimentary to the center
    - iv. Design standards will be sent to planning board
    - v. Building below 45 feet is within zoning
    - vi. 175-180 seats is largest, 80 seats per theater is more typical
    - vii. T. Tye handed out articles detailing why the small theater concept/experience is working. (article attached)
  - b. Chairperson Bayer moves to MSAC for questions on building design
    - i. J. Gioioso: Are we looking at a shell right now?
      1. T. Tye: Yes, for purposes tonight. I will offer more info how it will look at a future meeting. Commitment to build something that fits with MarketStreet. Feels like it belongs. Will try to present at next meeting.
    - ii. J. Gioioso: Will you be hiring an architectural firm that specializes in theaters or the same architects to follow theme of MarketStreet?
      1. T. Tye: Both. Design standards fall under planning board. Will stick as close to these standards as possible.
    - iii. D. Breen: Any noise emit from the theater south side facing Arbor Point?
      1. T. Tye: No noise inside lobbies as movies are going on. No noise inside or outside as witnessed by MSAC members that toured Superlux.
    - iv. A. Mitchell: Will there be speakers on the outside of the theater building?
      1. T. Tye: No need for them.
    - v. W. McKenzie: Chestnut Hill/Newton, do they have a noise by-law?
      1. T. Tye: Yes. The kiss of death for theater operators is noise coming into the theater, so they do a critical job on sound.
    - vi. D. Breen: Regarding exit doors, only see 2 in theater #1, although sure up to code this is a concern.
      1. K. Weatherbee: Number of exit doors is based on occupancy.

- c. Committee has opportunity to share discovery findings (from visit to similar theater concept at the Street in Chestnut Hill)
  - i. P. Parziale: Pleasantly surprised, theater was very well done, absolutely no noise inside lobbies while movies were playing as well as walking the perimeter of the building outside, not a sound.
  - ii. A. Mitchell: Very nice theater with 2 tier pricing. Impressive that there was no noise. Different layout since on Rt. 9, lot of business activity with 5 entrances and 4 exits. WS has offices at this location so approx. 200 employees exit at 5:00. Theater was very nice, just different things we need to consider here.
  - iii. D. Breen: Legacy place has a second floor, allows children under 21 where alcohol is served. Will this be policy?
    - 1. T. Tye: Will check on Cineplex policy and report back.
  - iv. T. Tye: Movies have 30 minute staggered times to avoid congestion
  - v. A. Mitchell: What is earliest and latest movie time?
    - 1. T. Tye: We will report back.
  - vi. Chairperson Bayer: This concept matches the MarketStreet experience such as Skeleton Key and Kings.
- d. Public Comment on Building Design & theater experience
  - i. No public comment

5. Theater Topic – **Financial Impact (Includes Viability)**

- a. Presentation by National Development and an economic consultant (report attached)
  - i. T. Tye: How does this proposal impact the town financially?
    - 1. RKG will do an analysis substituting space for 40K sq. ft. of office with 40K sq. ft. theater
    - 2. L. Cranor is an economist doing this analysis
      - a. Positives/Negatives of this swap
      - b. Development of a theater vs. office space relative to property taxes;
        - i. Theater with garage \$325.K annual prop. tax revenue
        - ii. Office space \$154.K annual prop. tax revenue (substantially less and will take longer period of time to realize revenue stream.)
        - iii. Also, a cinema adds to vitality, helps generate foot traffic for other stores and venues.
- b. Committee has opportunity to ask questions/share discovery findings;
  - i. P. Doucette: Theater will also have a meals tax?
    - 1. L. Cranor: Yes, spinoff spending/theater food taxes.
    - 2. T. Tye: Tenants, especially restaurants of MarketStreet have voiced support of a theater to boost their businesses. A theater would not violate any non-compete clauses.
  - ii. A. Mitchell: There has been a lot of news in the past on theater industries future. A 25 yr. low, growth of online streaming. (Handout attached)
  - iii. G. Covino: Similar to retail and the “amazon effect” how people shop for media has changed. In the past all users paid for all connect – whether Cable TV or Movies etc. That has changed with streaming technology etc. However, if there is going to be content, someone has to pay for some of it or there will be none. Cineplex’s are going the way of the bulge bracket, big box retailers (JC Penny, Sears etc.) and that can’t be denied. However, what is happening, and the trend is continuing to be around experiences, so similar to restaurants being the new form of entertainment, people are going to movies for the experiences that can’t be duplicated at home. In addition, if you buy into all theaters being the next industry in the toilet – by the way, you bought into people not dining out, living in 300 sq. ft. apartments and drones delivering one

banana to a home at a time. There is correlation and although scary, there isn't a lot of data that supports this actually happening (just because it can happen, doesn't mean it will) So my point isn't that a theater is or isn't appropriate for MarketStreet, but I don't believe they won't have a role in our lives into the future.

iv. J. Gioioso: Is there a back-up plan if theater fails?

1. T. Tye: We are doing this because we think diversity is important in the vitality of M.St. Floors could be flattened and used for an allowed use. We always think about back-up plans.

c. Public Comment on Financial Impact

i. D. Basile: Concerned about viability of a theater

ii. J. DeMaina: People under age 40 aren't going to the movies, they prefer to stay home and save money.

## 6. Theater Topic – **Parking**

a. Presentation by National Development and Randy Hart from engineering firm VHB on parking demand (presentation and report attached)

i. Theater project is a trading of space. (office for theater)

ii. Conducted parking space counts at critical times

1. Evening peak 7-8 pm 64% usage

2. Saturday peak 7:30-8\_30 pm 85% usage

3. At no time was parking at 100% usage

4. To provide best customer experience, need approx. 300-375 spaces if a theater is approved.

b. Committee shares discovery findings

i. S. Yerardi: So, without a theater and with Building 1350 we don't need a garage?

1. R. Hart: Yes, correct.

ii. S. Yerardi: 2017 report: 383 spaces needed with building 1350 and a theater.

iii. J. Gioioso: Would like to see parking spaces count done on a nice weather day.

iv. T. McClory: Is there any creative ways for parking such as valet in shopping area?

1. T. Tye: We tried valet and it was not well received.

v. D. Breen: Regarding methodology of figuring out spaces needed, 1 spot per 3 seats. If less children and more adults is there a different methodology?

1. R. Hart: No data available. Numbers used are conservative. 1 per 3 is very common in theater application.

c. Public Comment on Parking

i. D. Basile: Best guess as the professional a good ratio for theater and restaurants. Knowing a shared activity, knowing people will stay longer, it's in the numbers.

ii. P. Campbell: Parking is an issue here. Perpendicular parking, if a fire can't get out.

iii. J. DeMaina: Are spaces accounted for differently than at Lahey?

1. R. Hart: Urgent care would be treated differently, drop off parking designated.

iv. J. Austin: Where is snow going with less spaces and a garage?

1. T. Tye: The garage solves a lot of problems. Pile it, melt it or haul away.

## 7. Theater Topic – **Parking Structure**

a. Ted Tye and Doug Straus from National Development discuss location alternatives and parking structure size.

i. Alt. location #1 ( next to CPK):

1. 2 levels above grade

2. Easily seen as entering property

3. Nothing in ground below so easy to construct

ii. Alt. location #2 (behind Wahlburgers):

1. More isolated from residential

2. Closer to theater
  3. Same height as theater
  4. Lot of drainage below, expensive to move but can be done.
  - iii. Aware of sensitivity to LIFE
  - b. Committee has opportunity to ask questions and share discovery findings
    - i. S. Yerardi: Alt. #1 looks like 3 60' bays, looks enormous. Alt. #2 would promote exit 42 and would not have to be so expensive on aesthetics if not near residential.
    - ii. G. Covino: Would there be a footbridge?
      1. T. Tye: Probably not since not an elevated theater.
    - iii. J. Gioioso: If Alt. #, a 2 level near LIFE, what is the plan for area behind Wahlburgers?
      1. T. Tye: Currently nothing.
    - iv. G. Covino: Technically could a parking garage be built today?
      1. T. Tye: Yes, it is an allowed use. No zoning change needed.
    - v. G. Covino: Could we restrict where a garage could go?
      1. T. Tye: We'd be open to a restriction.
    - vi. J. Fleming: How is lighting in the garage going to be handled? Can motion lighting be used?
      1. T. Tye: Always concerned about headlights, walls take care of that. Yes, motion lights could be used.
    - vii. P. Doucette: Makes sense in Alt. #2 area closer to theater, not an option for Alt. #1. With both the theater and parking garage being on the back side of MarketStreet, maybe there is some way to encourage people who are going to the theater to use the back exit.
  - c. Public Comment on Parking Structure
    - i. K. Parsons: If a car alarm goes off at Alt. #1 it would be right on top of us
    - ii. D. Basile: Alt. #2 is preferred location otherwise can see lighting from homes. Why 4 levels above grade?
      1. T. Tye: Efficiency and drainage, so need to go up vs. wide
8. Expectations for next meeting on Thursday May 10, 7pm.:
- a. Be prepared to share thoughts on preparing advisements to the BOS
9. Public Comment:
- a. Chairperson Bayer: For folks that didn't have an opportunity to speak or comment on a different topic than discussed tonight.
    - i. No further public comments
10. Other business:
- a. B. Charville, Berm sub-committee: An additional 25 trees have been planted on the berm this spring.
  - b. Meeting schedule:
    - i. May 10: Nat D. presentation on traffic.
    - ii. May 24: Public invited to give feedback on theater. Parking sub-committee final report.
    - iii. June 7: Traffic sub-committee final report
11. Adjourn