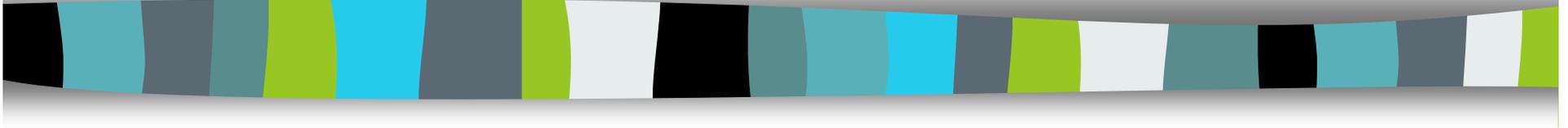
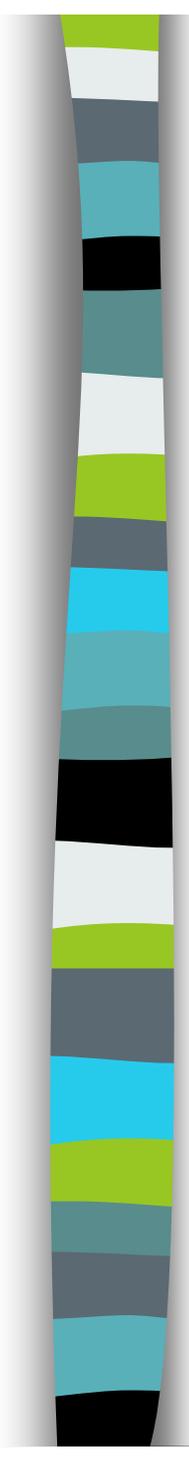


Drive-In Site Utilization  
Committee  
Update to Board of Selectmen



September 29, 2015



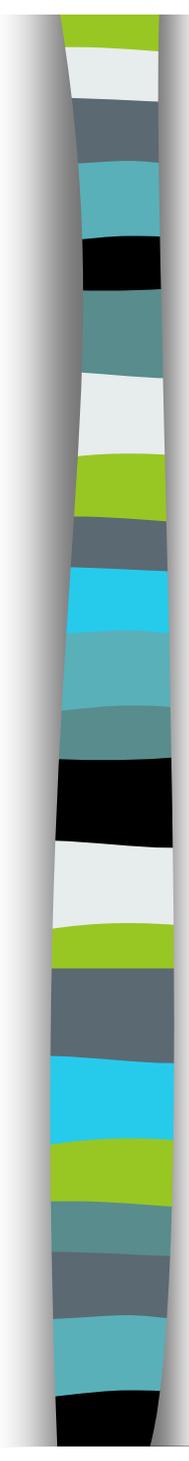
# Introductions

## Committee Members:

- Bob Churchill, Chairman
- Todd Olsen, Vice Chairman
- Ken Driscoll
- Gerry Manning
- Tom Roche
- Jim Saben
- Peter Slovak

## Staff:

- Karen Greene, Director of Community Development
- Kathy Williams, Town Planner



# Committee Charge

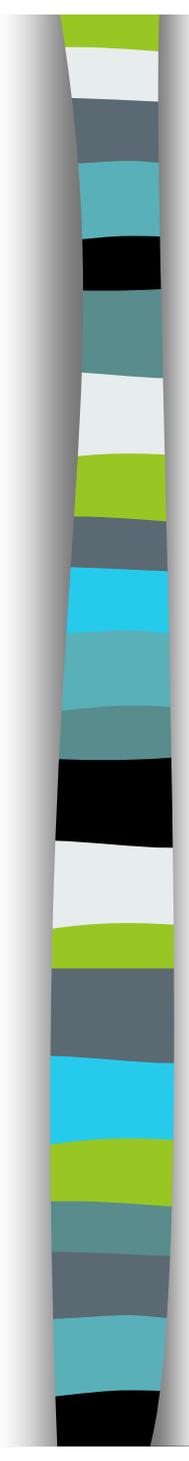
Appointed by the Board of Selectmen, the Drive-In Site Utilization Committee is charged with:

- Identifying policy priorities to be achieved with the utilization – i.e. property tax revenue generation, resource protection, direct and indirect economic impacts, public benefits, recreation, etc...;
- Identifying potential uses for the site (and barriers to development);
- Identifying relative benefits of various ownerships – i.e. retaining ownership, leasing, selling;

The Committee will report its findings to the Board of Selectmen who will make the ultimate decision regarding the utilization of the site.

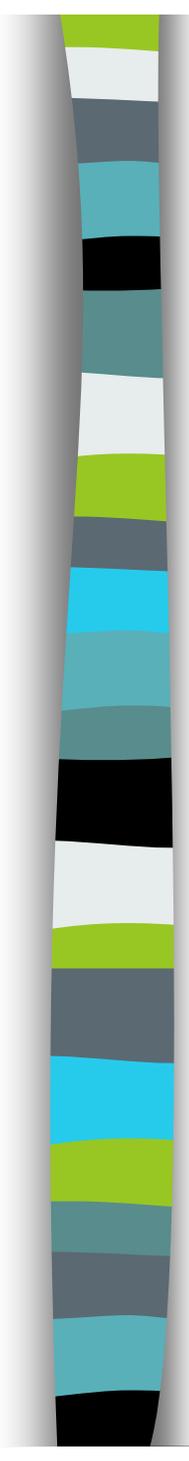
## Term

The Drive-In Site Utilization Committee is a single-purpose, ad hoc committee. The Committee is expected to complete their work in 6 months (10/31/15), and to subsequently disband.



# Presentation Outline

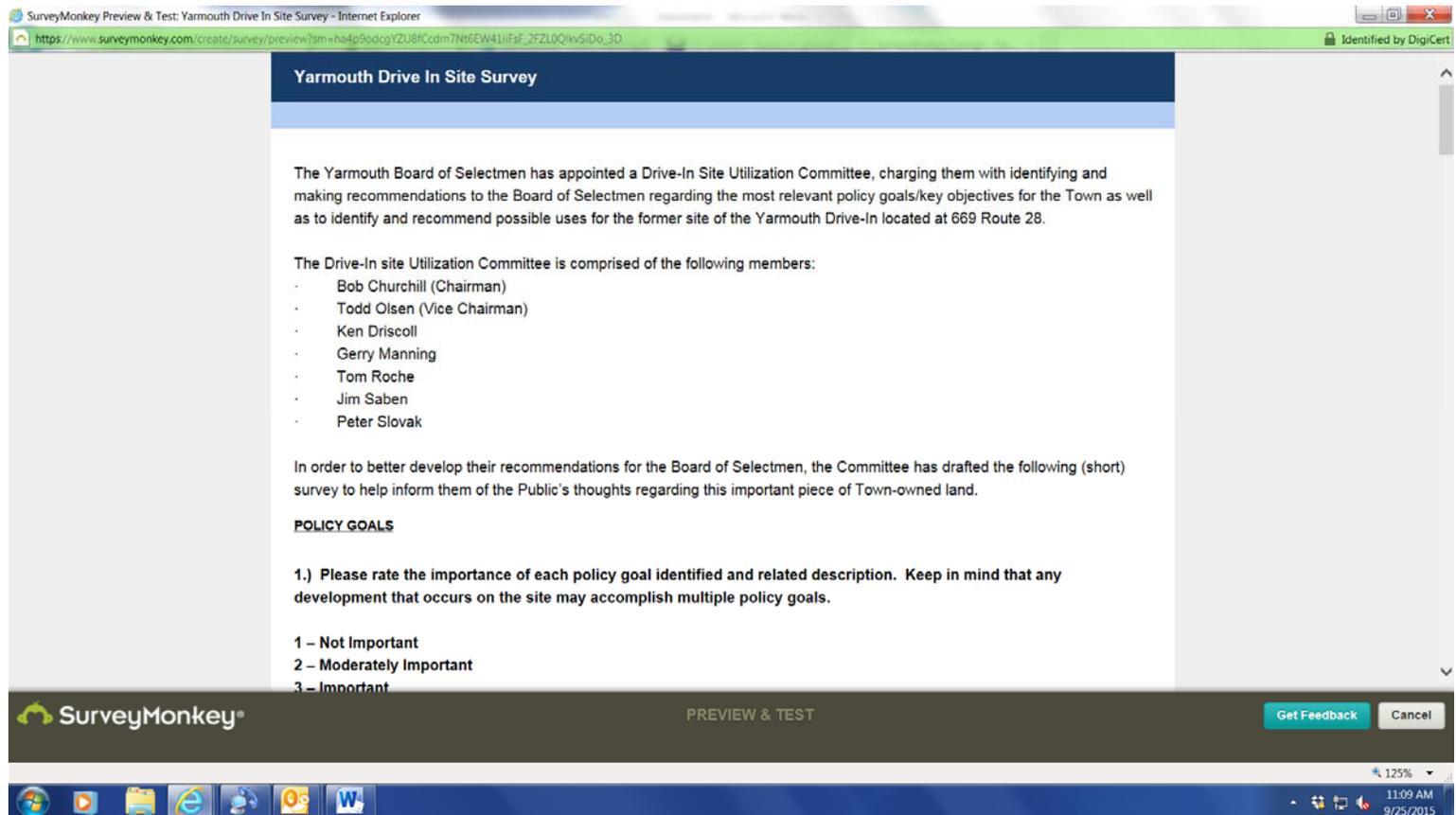
- Work to Date
  - Background
  - Survey
  - Stakeholder Meetings
- Conclusions/Recommendations
- Next Steps



# Background Information

- Site Visit
- Review past and ongoing work efforts including:
  - Staff Memos re: Financial Feasibility of Marina and Site Constraints
  - Site Maps
  - Order of Taking and Town Meeting Vote for drive-in property
  - Special Legislation for Town Marina Project (wetland variance language)
  - Cape Cod Commission Interim Use Report for drive-in property
  - Village Centers Overlay District (VCOD) Zoning Bylaw
  - Previously developed Concept Plans for the property
  - Seagull Beach Boardwalk Concept rendering
  - Parkers River Tidal Restoration Bridge Project

# Survey



The screenshot shows a web browser window displaying a SurveyMonkey survey preview. The browser's address bar shows the URL: [https://www.surveymonkey.com/create/survey/preview?sm=ha4p9odcgYZU8fCcdm7Nt6EW41iFsf\\_2FZL0QkVSiDo\\_3D](https://www.surveymonkey.com/create/survey/preview?sm=ha4p9odcgYZU8fCcdm7Nt6EW41iFsf_2FZL0QkVSiDo_3D). The survey title is "Yarmouth Drive In Site Survey".

The survey content includes the following text:

The Yarmouth Board of Selectmen has appointed a Drive-In Site Utilization Committee, charging them with identifying and making recommendations to the Board of Selectmen regarding the most relevant policy goals/key objectives for the Town as well as to identify and recommend possible uses for the former site of the Yarmouth Drive-In located at 669 Route 28.

The Drive-In site Utilization Committee is comprised of the following members:

- Bob Churchill (Chairman)
- Todd Olsen (Vice Chairman)
- Ken Driscoll
- Gerry Manning
- Tom Roche
- Jim Saben
- Peter Slovak

In order to better develop their recommendations for the Board of Selectmen, the Committee has drafted the following (short) survey to help inform them of the Public's thoughts regarding this important piece of Town-owned land.

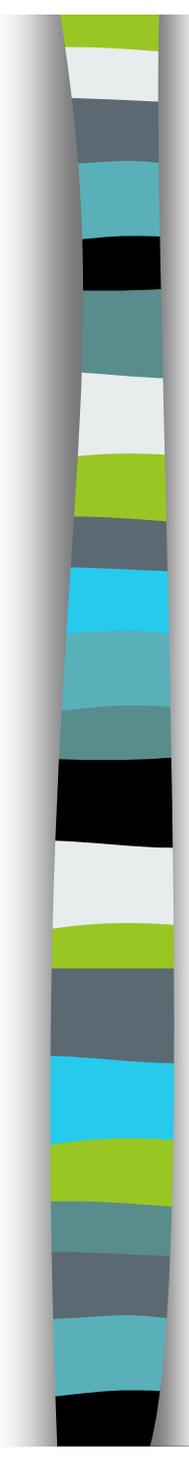
**POLICY GOALS**

1.) Please rate the importance of each policy goal identified and related description. Keep in mind that any development that occurs on the site may accomplish multiple policy goals.

1 – Not Important  
2 – Moderately Important  
3 – Important

The SurveyMonkey logo is visible in the bottom left corner of the survey preview area. The text "PREVIEW & TEST" is centered at the bottom. On the right side, there are two buttons: "Get Feedback" and "Cancel".

The Windows taskbar at the bottom of the screenshot shows the time as 11:09 AM on 9/25/2015, and the zoom level is set to 125%.



# Policy Goals included in Survey

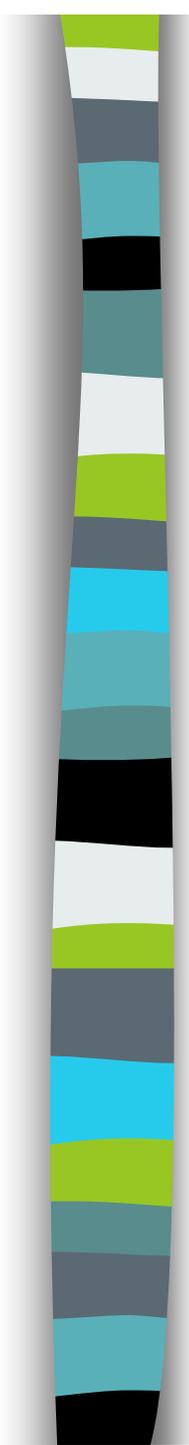
- Direct Tax Benefit – site development will directly impact tax base through development on the site that generates property tax, room tax, or meals tax.
- Indirect Tax Benefit – site development that will encourage investment and property, room or meals tax revenue at other locations in town.
- Open Space/Ecological Restoration – development will provide foot/viewing access for the general public to open space along Parkers River and undeveloped portions of the site to the south and provide opportunity to improve environmental conditions
- Energize Route 28 – site development that provides a reason/destination to visit Yarmouth. Whether or not tax revenue is directly generated on site, indirect tax benefit would be derived from visitors/residents that conduct other business.
- Job Creation – development that will create employment and expand the seasonal economy and/or which supports the year round economy in Yarmouth.
- Public Access to Water – site development that provides public with access to the water, i.e. for beach/boat/kayak launching opportunities.
- Low Impact Development – development that does not strain existing infrastructure nor create unsustainable demands on municipal services.

# Survey Results – Policy Goals

POLICY GOALS - SURVEY RESULTS							
	Score						
	1	2	3	4			
	Not Important	Moderately Important	Important	Highly Important	Avg. Score	4+3	1+2
Energize Route 28	7.17%	14.02%	33.02%	45.79%	3.17	78.81%	21.19%
Open Space/Ecological Restoration	10.48%	17.14%	25.40%	46.98%	3.09	72.38%	27.62%
Job Creation	10.69%	21.36%	29.87%	38.05%	2.95	67.92%	32.05%
Low Impact Development	12.93%	23.03%	23.03%	41.01%	2.92	64.04%	35.96%
Public Access to Water	17.03%	17.35%	26.50%	39.12%	2.88	65.62%	34.38%
Indirect Tax Benefit	13.29%	24.03%	33.23%	29.43%	2.79	62.66%	37.32%
Direct Tax Benefit	21.84%	25.32%	28.16%	24.68%	2.56	52.84%	47.16%

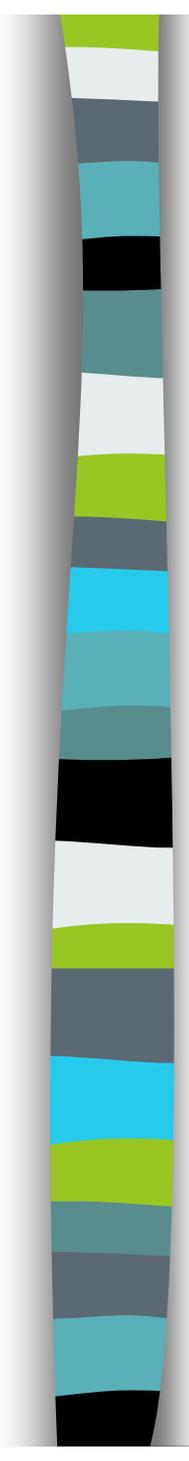
# Survey Results – Proposed Uses

POSSIBLE USES - SURVEY RESULTS							
	Score				Avg. Score	4+3	1+2
	1	2	3	4			
	Not Desirable	Moderately Desirable	Desirable	Highly Desirable			
Boardwalk	10.87%	20.19%	28.26%	40.68%	2.99	68.94%	31.06%
Access To Water for Boating/Kayaking	11.08%	20.89%	29.75%	38.29%	2.95	68.04%	31.97%
Outdoor Entertainment	18.13%	17.81%	30.00%	34.06%	2.8	64.06%	35.94%
Marine Educational Facility	18.85%	22.68%	30.67%	27.80%	2.67	58.47%	41.53%
Performing Arts Center	23.82%	25.71%	27.90%	22.57%	2.49	50.47%	49.53%
Marina	29.65%	26.50%	22.08%	21.77%	2.36	43.85%	56.15%
Seasonal Use - Shanties/Food Stands	30.06%	23.42%	30.70%	15.82%	2.32	46.52%	53.48%
Boat Trailer Parking	39.74%	29.49%	17.95%	12.82%	2.04	30.77%	69.23%
Conference Space	46.20%	26.90%	18.67%	8.23%	1.89	26.90%	73.10%
Hotel	63.49%	19.37%	11.75%	5.40%	1.59	17.15%	82.86%
Multi-family Housing (Condos)	70.66%	11.99%	8.52%	8.83%	1.58	17.35%	82.65%



# Stakeholder Meetings

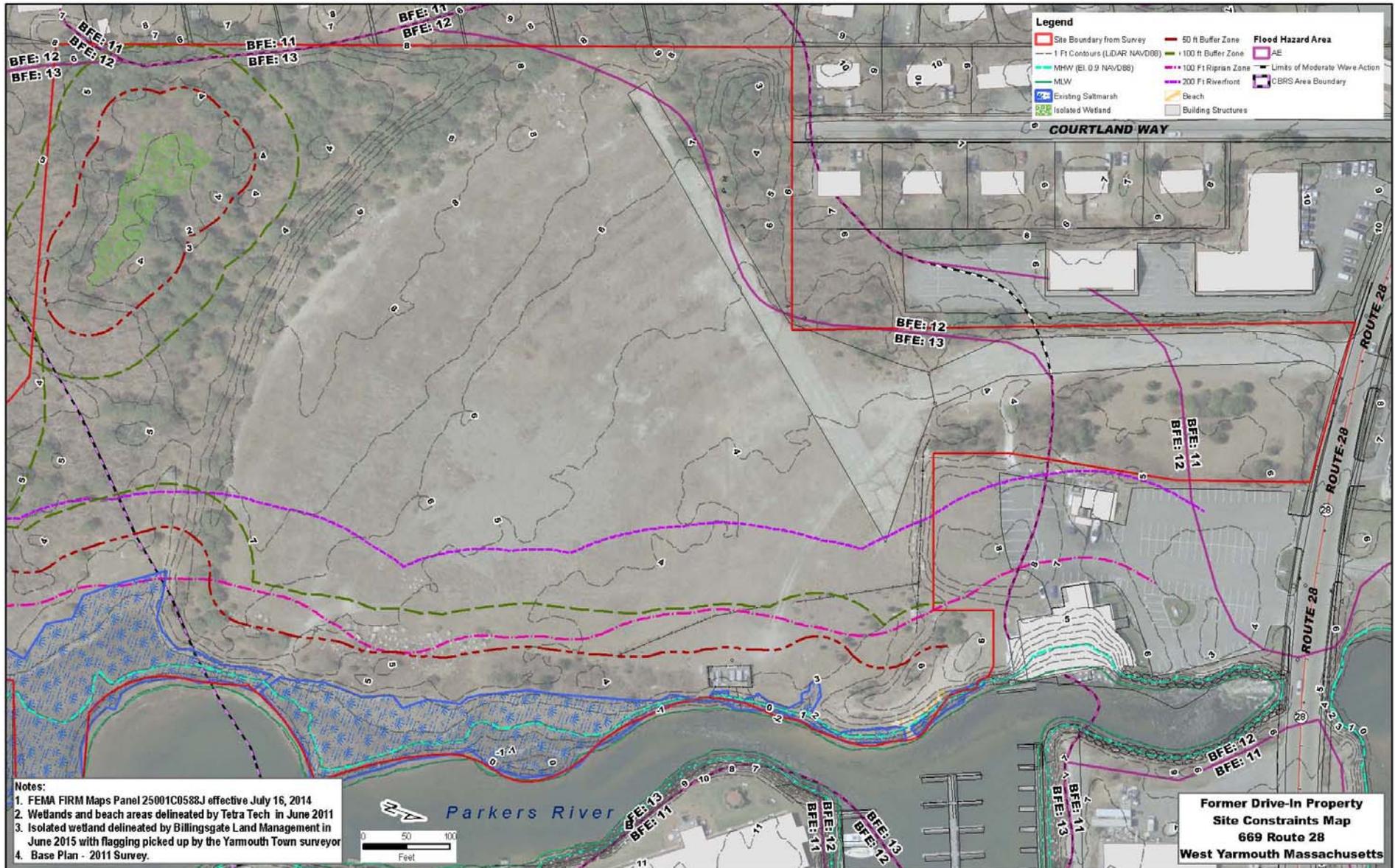
- Brian Braginton-Smith, Village Center LLC
- DeWitt Davenport, Davenport Companies
- Gerry Garnick, Cape Symphony
- Dick Martin, Local Realtor
- Bob Nash, Cultural Center of Cape Cod
- Lou Nickinello, Bass River Sports World
- Wendy Northcross, Cape Cod Chamber of Commerce
- Tony Raine, Raineman Productions

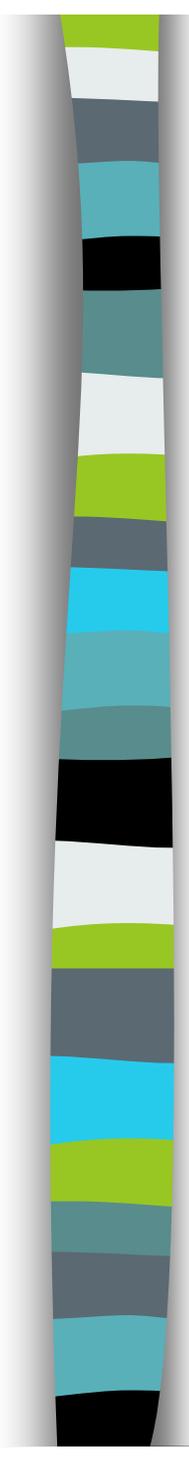


# Site Constraints

- Wetland Resource Areas & Buffers
- Riverfront Area (200' riparian)
- FEMA Special Flood Hazard Areas
- Wastewater
- Traffic
- Permitting – especially Cape Cod Commission DRI Process

# Site Constraints





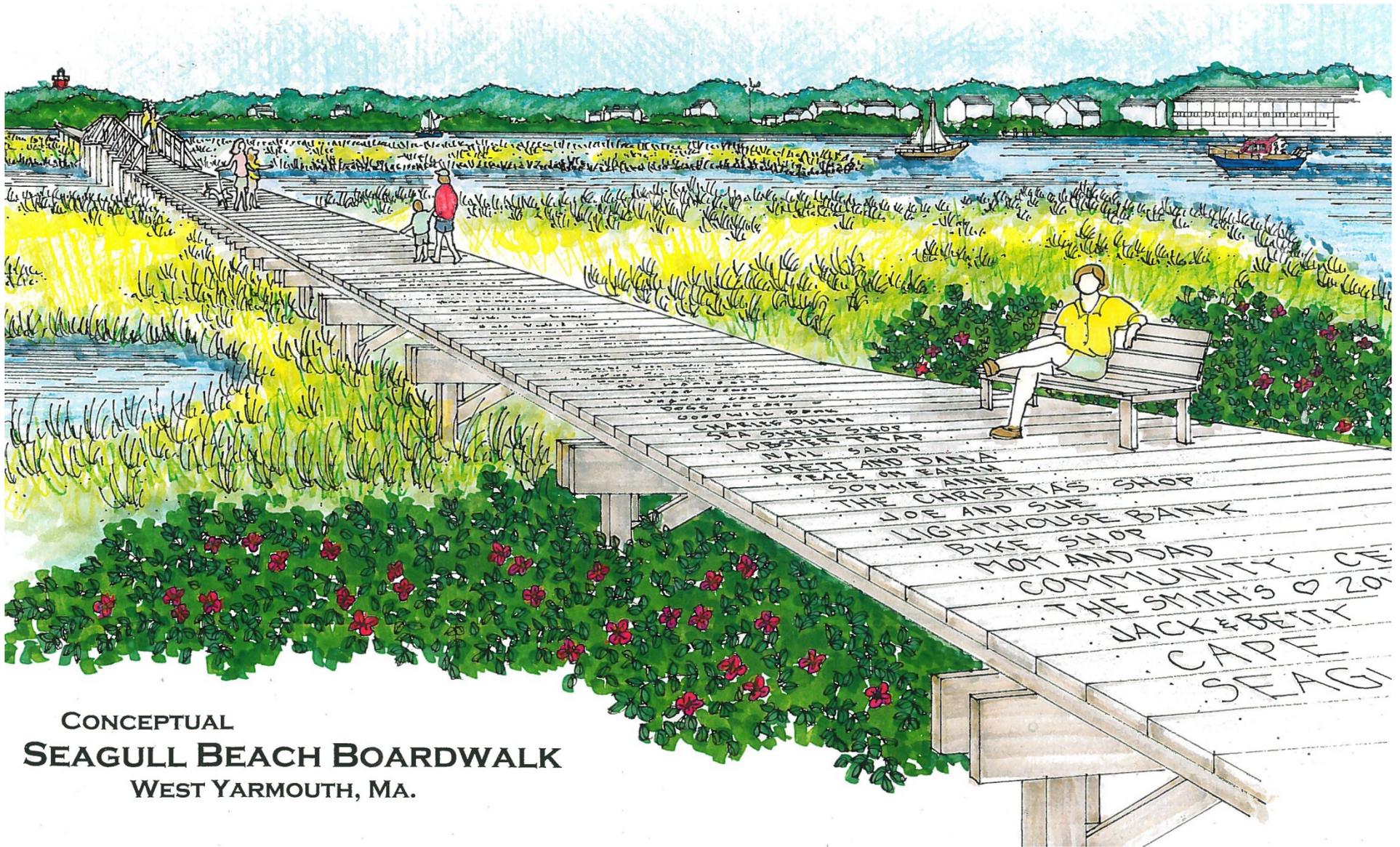
# Recommendations

- Policy Goals:
  - Energize Route 28
  - Open Space/Ecological Restoration
- Uses - Phased Approach
  - Initial Phase: Riverwalk Concept
  - Future Phase: To Be Determined

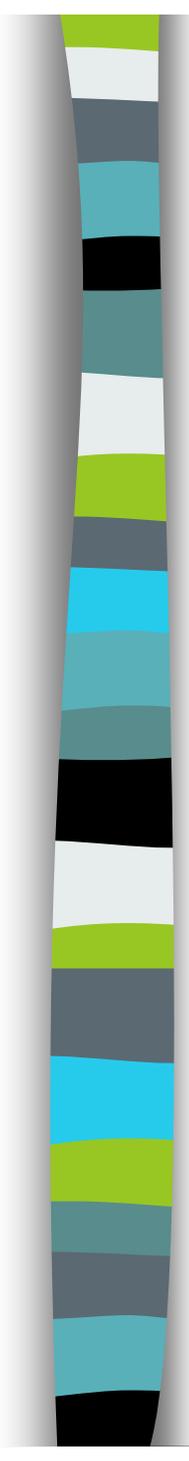
# Initial Phase – Riverwalk Concept



# Seagull Beach Boardwalk Rendering



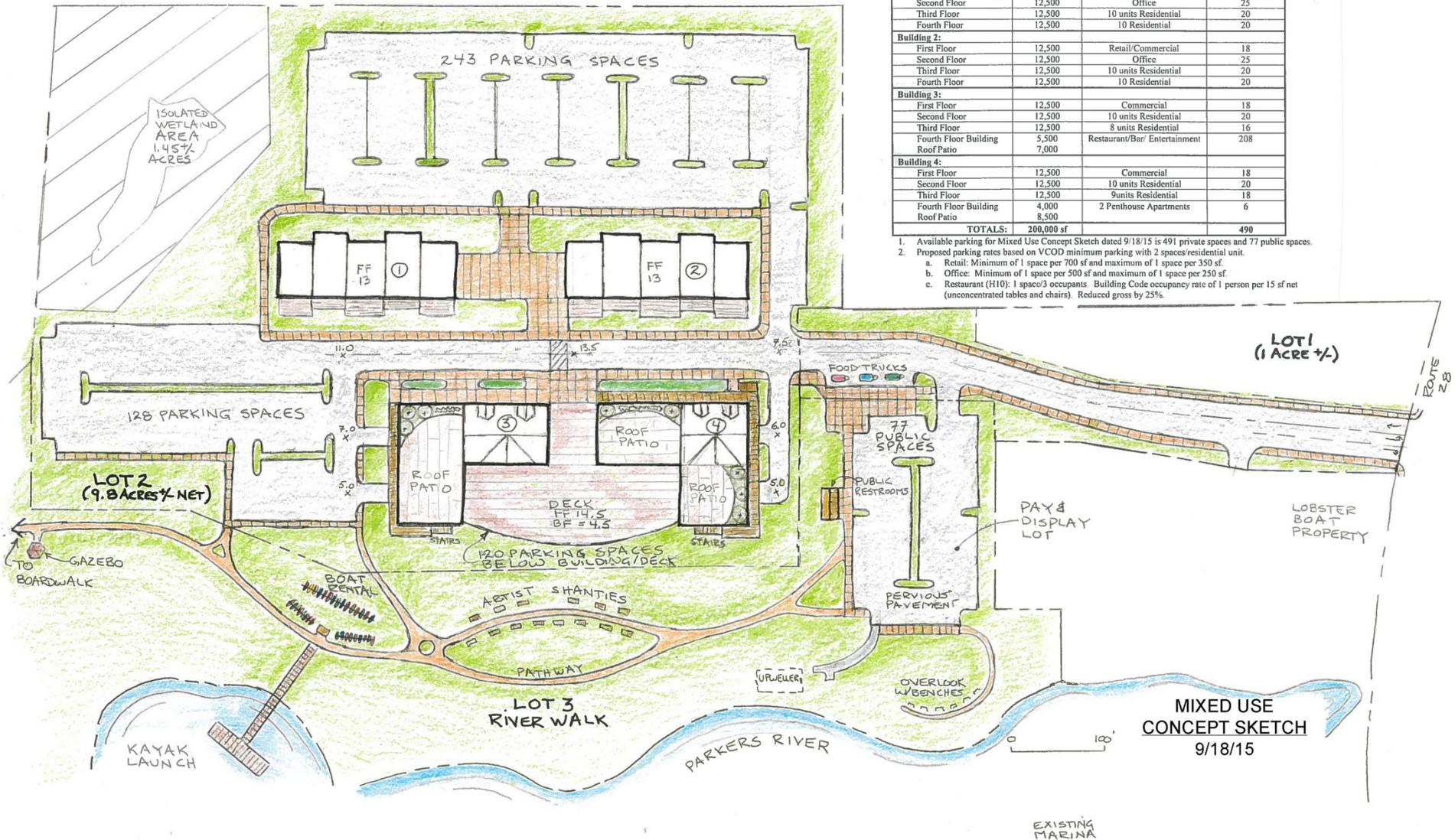
CONCEPTUAL  
SEAGULL BEACH BOARDWALK  
WEST YARMOUTH, MA.



## Future Phase

- Consistent with Town's Policy Goals
- Needs to be Financially Feasible
- Continue to Own? Lease? Sell?

# Mixed Use Concept

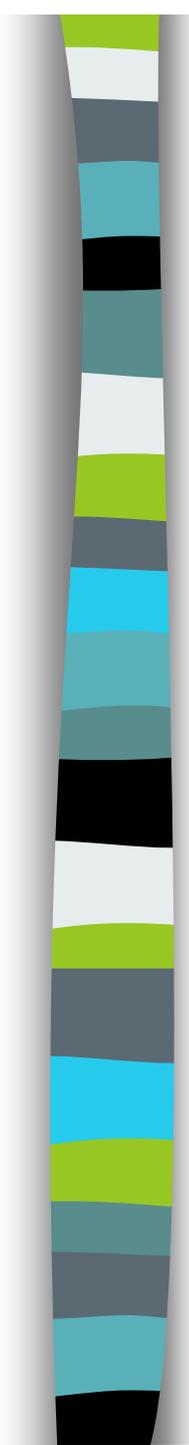


BUILDING	AREA (SF)	USE	PARKING
<b>Building 1:</b>			
First Floor	12,500	Retail/Commercial	18
Second Floor	12,500	Office	25
Third Floor	12,500	10 units Residential	20
Fourth Floor	12,500	10 Residential	20
<b>Building 2:</b>			
First Floor	12,500	Retail/Commercial	18
Second Floor	12,500	Office	25
Third Floor	12,500	10 units Residential	20
Fourth Floor	12,500	10 Residential	20
<b>Building 3:</b>			
First Floor	12,500	Commercial	18
Second Floor	12,500	10 units Residential	20
Third Floor	12,500	8 units Residential	16
Fourth Floor Building	5,500	Restaurant/Bar/ Entertainment	208
Roof Patio	7,000		
<b>Building 4:</b>			
First Floor	12,500	Commercial	18
Second Floor	12,500	10 units Residential	20
Third Floor	12,500	9 units Residential	18
Fourth Floor Building	4,000	2 Penthouse Apartments	6
Roof Patio	8,500		
<b>TOTALS:</b>			<b>200,000 sf</b>
			<b>490</b>

- Available parking for Mixed Use Concept Sketch dated 9/18/15 is 491 private spaces and 77 public spaces.
- Proposed parking rates based on VCOD minimum parking with 2 spaces/residential unit.
  - Retail: Minimum of 1 space per 700 sf and maximum of 1 space per 350 sf.
  - Office: Minimum of 1 space per 500 sf and maximum of 1 space per 250 sf.
  - Restaurant (H10): 1 space/3 occupants. Building Code occupancy rate of 1 person per 15 sf net (unconcentrated tables and chairs). Reduced gross by 25%.

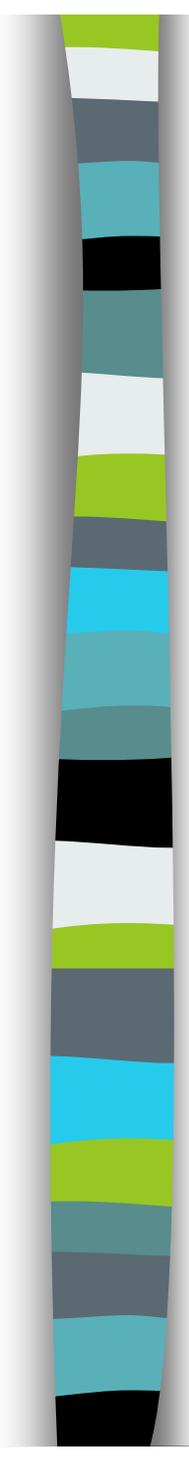
MIXED USE  
CONCEPT SKETCH  
9/18/15

EXISTING  
MARINA



# Interim Uses

- Outdoor Concerts
- Festivals
- Movies
- Farmers Markets



# Next Steps

- Board input on recommended Policy Goals
- Board input on Phased Development Approach
  - Riverwalk Concept and Related Uses
  - Phased Approach
  - Interim Use Concept(s)
- Extend committee appointments