

February 7, 2022

Town of Ashland
Planning Department
101 Main Street
Ashland, MA 01721

**Re: ZBA Special Permit Application
McDonald's Restaurant
225 Pond Street
Ashland, MA**

Dear Members of the Zoning Board of Appeals:

On behalf of McDonald's USA, LLC, please find the enclosed Zoning Board of Appeals Application for Special Permit as part of the proposed site improvements of the McDonald's Restaurant located at 225 Pond Street. In support of this application, please find enclosed the following documents:

- Twelve (12) copies of the cover letter/ project narrative;
- Twelve (12) copies of the Signed Special Permit Application;
- Twelve (12) copies of the Certified Abutter's List from the Assessor's Office
- Twelve (12) copies of the property card from the Assessor's Office;
- Four (4) 24"x36" copy of "Site Development Plans", prepared by Bohler Engineering, dated 1/14/22;
- Eight (8) 11"x17" copies of "Site Development Plans", prepared by Bohler Engineering, dated 1/14/22;
- Twelve (12) copies of the owner Authorization Letter
- Check in the amount of \$250.00 made out to "Town of Ashland"

In an effort to improve their existing drive-thru operations McDonald's is proposing to reconfigure the existing single order point drive-thru with a dual order point configuration consisting of two lanes and two order points. The dual order point drive-thru improvements are proposed to manage existing drive-thru operations more efficiently. The order taking process is improved by adding the dual order points and eliminating the single order point, which is currently a pinch point in the drive-thru operations. The anticipated effect is reduced customer wait times and a better management of the existing drive-thru stacking. As such, the proposed drive-thru layout is anticipated to provide an improvement to the existing stacking conditions and drive-thru operations. To accommodate the proposed layout, the parking count will be reduced by twelve (12) spaces (55 existing; 43 proposed; minimum 20 spaces required). The proposed site improvements will result in an overall decrease in impervious coverage by approximately 105 square-feet. No changes to the existing building, site access, surface water drainage, lighting, or utilities are proposed as part of the project.

As part of the proposed drive-thru improvements a total of two (2) digital menu boards and two (2) digital pre-browse boards are proposed where there is only a single digital menu board and single digital pre-browse board existing today. The proposed and existing boards are approximately 20 and 10 square-feet each and are designed to change intermittently based on time of day, changes in meal offerings, and prices. Based on discussions with the Town Planner, the proposed digital menu and pre-browse boards will be reviewed under the Special Permit from the Zoning Board of Appeals. We believe the request for a Special Permit is reasonable as the menu board signs are not intended to be viewed from the right of way. The digital technology will also allow the operations team to modify the menu board items from within the restaurant and not have to go out into drive-thru traffic to manually change the boards providing an improvement to employee safety.

In review Chapter 282 Section 9.3.2, we believe the proposed site improvements are in line with the criteria for a Special Permit as outlined below:

Community needs served by the proposal

The proposed McDonald's site improvements will provide continued employment opportunities and tax revenue to the Town and will also provide an enhance customer experience to patrons in the community.

Traffic flow and safety, including parking and loading

The dual order point drive-thru improvements are proposed to manage existing drive-thru operations more efficiently with the intention of reducing queueing and customer wait times. To accommodate the proposed layout the parking count will be reduced by twelve (12) parking spaces but maintain compliance with parking requirements in the district. (55 existing; 43 proposed; min. 20 required). No changes to the existing curb cuts are proposed.

Adequacy of utilities and other public services

The site currently operates successfully as a fast-food restaurant with a drive-thru. We do not anticipate an increase in utility demands as result of the proposed redevelopment and no changes to the existing utilities are proposed.

Neighborhood character and social structures

The proposed redevelopment maintains the existing fast-food drive-thru use. As such, we do not believe there will be any adverse effects to the neighborhood character or social structure.

Impacts on the natural environment

The proposed work is limited to within the previously developed parcel and significant impacts to the natural environment are not anticipated.

Potential fiscal impact, including impact on town services, tax base, and employment

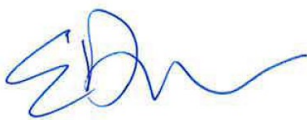
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Please note, a building permit application for denial was submitted to Building Commissioner Doug Scott on 1/19/22 and we understand a denial would be issued after a Special Permit Application Submittal was received by the Town. The proposed site improvements will also require Planning Board Site Plan Approval and an application package will be submitted pending issuance of a Special Permit by the Zoning Board of Appeals.

We trust the provided information is sufficient for your review and we look forward to discussing the project at the March 8th Zoning Board of Appeals Meeting. Should you have any questions or need additional information, please do not hesitate to contact us at 508-480-9900.

Sincerely,

BOHLER ENGINEERING



Eric G. Dubrule



Daniel Allen