



CITY OF WATERTOWN

Planning Board

Administration Building
149 Main Street
WATERTOWN, MASSACHUSETTS 02472
Telephone (617) 972-6417
www.watertown-ma.gov

PLANNING BOARD MEETING

WEDNESDAY, APRIL 12, 2023 AT 7:00 PM

RICHARD E. MASTRANGELO CITY COUNCIL CHAMBER

AGENDA

Pursuant to Chapter 2 of the Acts of 2023, the meeting and public hearing will be conducted with remote opportunities for participation. Remote participation and access methods include:

ACCESS INFORMATION:

- A. The meeting will be televised through WCATV (Watertown Cable Access Television): RCN 13; Comcast 99 or on the web: <http://vodwcatv.org/CablecastPublicSite/watch/3?channel=3>
- B. The Public may join the virtual meeting online: <https://watertown-ma.zoom.us/j/92709029148>
- C. Public may join the virtual meeting audio only by phone: (877) 853-5257 or (888) 475-4499 (Toll Free) and enter Webinar ID: (877) 853-5257 or (888) 475-4499 (Toll Free) and enter Meeting ID#: **92709029148**
- D. Email comments to imarchesano@watertown-ma.gov prior to the meeting

1. ADMINISTRATIVE BUSINESS

- A. Minutes of 3/8/2023 Meeting

2. CASES

- A. [104-126 Main St.](#)-O'Connor Capital Partners LLC/ O'Connor Management LLC
 - Special Permit with Site Plan Review to redevelop five lots (with addresses of 104 and 116-126 Main Street, 2 Cross Street, 53 Pleasant Street, and a vacant lot at the corner of Cross Street and Pleasant Street) into a new mixed-use development. Project will include approximately 6,201 sq.ft. of first floor commercial/retail space along Main St. with 143 apartment units and 5 townhome units, and a two-level parking garage with 154 spaces, and 2 handicap surface spaces. Pursuant to §5.01 (k)(2) mixed use development; § 4.10 additional height and rooftop features; § 5.05(f) increased length of contiguous facade and building length in keeping with Design Guidelines; §6.01 (e & f) shared parking and reduced parking with encouragement of alternative modes of transportation; subject to §5.07 Affordable Housing Requirements; § 4.06 (a) alteration, change, extension of non-conforming use and structure and § 9.12 all in accordance with §9.03 through §9.05. Central Business (CB) Zoning District. **ZBA-2023-02.**

3. OTHER BUSINESS

A. **330 Pleasant St** – Bud’s Goods Marijuana Establishment

- Request for the required 6-month review, including a request for an extension of business hours which are currently 10 AM to 8 PM and requested to be 10 AM to 10 PM.

B. **Comprehensive Plan Update:** For discussion, project updates can be found on the website: www.watertown-ma.gov/comp-plan

February 27, 2022

Watertown Planning Board
City Hall
149 Main Street
Watertown, MA 02472
Attn: Planning Board Staff

Re: Review of Marijuana Establishment and Request to Extend Hours of Operation

Dear Planning Board Staff:

This office represents Buds Goods & Provisions Corp. (the “Company”), which operates a marijuana retail establishment at 330-350 Pleasant Street.

Condition Number 13 of the Special Permit issued by the Planning Board to the Company on December 9, 2020 requires a 6-month review by the Planning Board of the Company’s operations. In an effort to assist the Planning Board in that review, the Company attaches hereto an overview of operations at the facility since it commenced operations in June 2022. The Company requests that it be allowed to appear before the Planning Board at a convenient time to answer any questions required for the Planning Board to complete its review.

Additionally, the Company requests that the Planning Board modify Condition 9 of the Special Permit to extend its operating hours. The special permit currently allows the Company to operate from 10:00 am to 8:00 pm. The Company seeks to extend the hours of operation until 10:00 pm. In support of this request, the Company notes that there have been no unusual incidents concerning public health and safety at the business location, and the expanded hours would be in line with numerous local liquor stores and other similar retail businesses within the Town.

Please let us know when we might be able to appear before the Planning Board.

Best regards,



Philip C. Silverman
Partner, Vicente LLP



Bud's Goods & Provisions Review: 6 Months

Bud's Goods & Provisions is a thriving retail dispensary located in Watertown, Massachusetts that has been in operation since June 2022. This review serves to highlight the dispensary's compliance with special permit requirements, community engagement, and overall operations over the past six months.

Community Engagement:

Bud's is dedicated to making a positive impact on the neighborhood and fulfilling the vision set forth in its special permit. The dispensary has breathed new life into the area by bringing economic opportunities, improving the aesthetic of the area, and acting as a creative extension of the Charles River Pathway. Bud's has received praise for its street-facing mural, which depicts characters and animals enjoying the pathway, and four large benches that provide a place for pathway walkers to rest.

Bud's also connects with the community through seasonal food drives to benefit The Bristol Lodge, a shelter program offered by Middlesex Human Service Agency. Customers and neighbors can donate non-perishable items in the Bud's lobby for a chance to win branded merchandise and other non-cannabis prizes. To keep the pathway clean, Bud's regularly organizes seasonal cleanups in addition to daily cleanups of the parking lot, sidewalks, and adjacent areas.

Transactions: Bud's handles an average of 200 transactions daily, with each transaction averaging under five minutes to complete. The majority of transactions occur in the last hour of business, leading to feedback from customers that the closing time of 8pm is too early. To better serve its guests, Bud's has requested permission to extend its operating hours until 10pm. This will provide more flexible hours for customers, as well as improve customer flow during peak hours. At our highest volume of transactions, wait times are typically still short and parking is still available in the Watermills Central Court.

Awards and Recognition

The dispensary has received numerous positive reviews on social media and online review sites, reflecting the high level of customer satisfaction. We retain 4.8 stars on Google, 5 stars on Yelp, and 5 stars on Leafly. Guests praise Bud's knowledgeable staff, relaxing atmosphere, extraordinary interior design, quick order turnaround time, and convenient location on Pleasant Street.

Bud's has received recognition for its Watertown retail operations, including a feature from Hospitality Design Magazine. Bud's has also received several company-wide awards, including Independent Retail Brand of the Year 2022 from ADCANN and six Clio Awards for Print & Out of Home Craft; Social Media; and Brand Design; Retail Design; Print Materials; and Brand Identity since opening its Watertown location.



Operations and Safety

The dispensary employs a team of well-trained and friendly staff who provide exceptional customer service. Per State regulations, all staff have passed background checks and undergo extensive training, including four hours of Responsible Vendor Training (RVT). RVT teaches our staff the legal requirements of cannabis vending, including ID checking, prohibited practices, and many other State regulations that keep the dispensary running safely and compliantly. In addition, our staff is regularly lauded in reviews as knowledgeable and helpful, guiding guests through the often-confusing cannabis product landscape to ensure they are making the most informed purchase possible.

Our on-site Security Specialist and management staff monitor the comprehensive camera and access control system during business hours with special attention paid to discourage loitering or misuse of the parking area.

Furthermore, the dispensary has handled any false fire or burglar alarm activations in compliance with the state and local emergency response teams, ensuring the safety of customers and employees. Our comprehensive Emergency Response plan outlines courses of action for a variety of incidents and all have been correctly implemented in the rare cases of false alarm or toaster-oven smoke detector activation.

Parking: Bud's Goods & Provisions has effectively managed parking issues by closely monitoring the parking lot and ensuring that customers and employees park in the designated areas. Bud's takes the concerns of its neighbors seriously and has taken measures to address them. Every customer is now asked where they have parked as a component of the sign-in process. If a guest has inadvertently parked in the wrong area, staff assist in guiding the guest's vehicle to an approved area. Bud's has also installed wayfinding signs to discourage customers from parking in the wrong area and will continue to work with the community and property management to address any concerns and ensure a positive and safe environment for all.

Additionally, Bud's has installed a bike rack and bike fix-it station along the East Building to encourage customers and staff to use eco-friendly modes of transportation. Bud's also retains Platinum status with Blue Bikes, fully subsidizing the cost of a Blue Bike subscription for any employee choosing to commute to work with Blue Bike.

In summary, Bud's Goods & Provisions has operated to the best of its ability over the past six months, ensuring compliance with the special permit requirements, engaging with the community, and providing exceptional customer service. The dispensary has received numerous positive reviews and awards, reflecting its commitment to excellence. To date, the dispensary has received no complaints from residents living in the building or in the surrounding area regarding traffic, noise, congestion, or dangerous activity. The dispensary will continue to improve its operations and enhance the safety of the area in the future.