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March 5, 2021

BY ELECTRONIC MAIL

Ms. Nadia Khan
Committee Clerk
Newton City Council
1000 Commonwealth Avenue
Newton, MA 02459-1449

Re: Petition of MME Newton Retail, LLC (“MedMen”)/232 Boylston Street (#443-20)

Dear Ms. Khan,

Enclosed for distribution to the Land Use Committee prior to the hearing on March 9, 2021 please find a memorandum from the petitioner, dated March 1, 2021, which was prepared in response to questions raised by the Planning Department and its peer reviewer, the BETA Group (BETA). Specifically, the petitioner was asked how many customers it sees per hour at other locations, and what is the average length of a transaction. Counts were conducted at one location on a Friday evening between 5:00 pm and 7:00 pm, and the average length that a customer was in the premises was 7.5 minutes.¹ This transaction length aligns with the 10 minute appointment interval proposed by the petitioner, and allows buffer time for customers to walk to and from their cars.

MedMen has proposed 8 point of sale stations with appointments at each station set at 10 minute intervals, which results in 48 customer appointment opportunities per hour. Assuming a very conservative 15 minute turnover for each of the 19 parking stalls, there are 76 parking opportunities per hour, a number which is well in excess of the 48 appointment slots. Notwithstanding this proposed appointment schedule, the Planning Department and BETA have continued to express concerns about the operation of the parking lot. Therefore, the petitioner has suggested that it will ramp up its retail operation gradually in the following manner. For the first 30 days of operation, the petitioner will only operate with 6 point of sale stations. At the end of this period, the petitioner will meet with the Planning Department to review data which the petitioner will collect on the number of customers served each hour and on the number of cars in the parking lot. Assuming that operations have gone smoothly, the petitioner may scale up to 7 point of sale stations for the next 30 days. At the conclusion of this second period, a second review meeting would be held with the Planning Department to review the applicable data. Again, assuming that operations have been smooth, the petitioner shall then be permitted to open all 8 of its point of sale stations for appointments. Further reviews could then be built in at greater intervals over the ensuing months. This staggered start will afford both the petitioner and the Planning Department the opportunity to obtain real time data and to modify the retail operation as may be necessary.

In terms of other follow up items, the Planning Department, in consultation with the Transportation Division of the Public Works Department, have indicated to the petitioner that none of the proposed pedestrian crosswalk locations are appropriate for a variety of reasons. Therefore, we are not proposing any pedestrian connections into the site.

¹ Please note that we are not able to identify the location of this store due to the fact that MedMen is a publicly traded company, and information about sales volume at particular stores may only be released to the public in accordance with applicable securities laws.

Ms. Nadia Khan
March 5, 2021

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We have had additional discussions about a raised crosswalk on Florence Street, and are working with the Transportation Division to pinpoint the exact location for such a crosswalk. The previously discussed location at the corner of Louise Road and Florence Street will not work due to the location of the City's main drain line. The petitioner would be amenable to a condition which requires it to install a raised crosswalk at a location to be approved by the Transportation Division. At present, we are exploring a location as close as possible to the westernmost entrance to the public park on Florence Street which abuts 116 Florence Street (as shown on attached Exhibit A).

Finally, we have provided proposed language to the Planning Department relative to the petitioner's commitment to provide administrative support to the City relative to its efforts to establish a shuttle serving the Chestnut Hill business community. In that regard, the petitioner will organize and host a kick off meeting for major area property owners (including the Chestnut Hill Square, the Street, the Chestnut Hill Mall, and the Lifetime Center) and businesses (including Wegman's and Bloomingdale's). The petitioner is further offering to make a one time payment of \$25,000 to the City of Newton to use at the City sees fit for the planning and promotion of the shuttle.

Please feel free to contact me if you have any questions or require further information. We look forward to discussing these proposals on March 9, 2021.

Sincerely,

Katherine Braucher Adams

Katherine Braucher Adams

cc: (By Electronic Mail)

Ms. Jennifer Caira, Deputy Director of Planning
Mr. Neil Cronin, Chief Planner
Mr. Michael Gleba, Senior Planner
Jonah Temple, Assistant City Solicitor
Mr. Jason Sobel, Director of Transportation
Ms. Nicole Freeman, Director of Transportation Planning
(By First Class Mail, w/enclosures)
Mr. Geoffrey Whitehouse, MedMen

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Exhibit A - Approximate proposed location of raised crosswalk on Florence Street





BY EMAIL

March 1, 2021

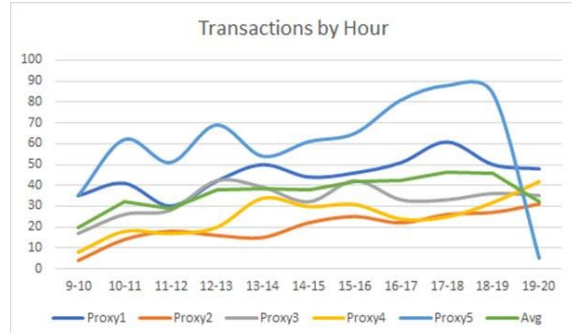
Neil Cronin
Chief of Current Planning
Newton City Hall
1000 Commonwealth Avenue
Newton, MA 02459

Re: Recreational Marijuana Dispensary, 232 Boylston Street / Parking Management Plan Memorandum

Dear Mr. Cronin:

In response to your request, we have compiled data relative to sales volume at 5 of MedMen's comparable stores. The chart below demonstrates the total number of transactions per hour at these five stores. We see a fairly steady flow of customers in volumes which range from 38-46 transactions per hour, which is consistent with what we anticipate will take place at our Newton site.

	Proxy1	Proxy2	Proxy3	Proxy4	Proxy5	Avg
9-10	35	4	17	8	35	19.8
10-11	41	14	26	18	62	32.2
11-12	30	18	28	17	51	28.8
12-13	42	16	42	20	69	37.8
13-14	50	15	39	34	54	38.4
14-15	44	22	32	30	61	37.8
15-16	46	25	42	31	65	41.8
16-17	51	22	33	24	81	42.2
17-18	61	26	33	25	88	46.6
18-19	50	27	36	32	84	45.8
19-20	48	31	35	42	5	32.2

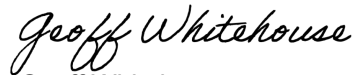


Additionally, we had a member of our security team monitor video footage at an analogous store on a recent Friday in February 2021 during peak rush hour (5-7pm) to determine the average total dwell time that customers were in the building. This particular site currently has COVID capacity restrictions in place that would emulate Newton's appointment only model. From 5-7pm, we had an average total customer dwell time of 7.5 minutes. See Appendix A for the underlying data points. Please note that there are 4 point of sales stations in this facility. It is also worth noting that there is only 1 other facility within a 5-mile radius of this store. In Newton, we understand there will be up to 8 stores, and at least 3 of these are likely to be open when we receive our final state approvals to open.

The total transaction data, coupled with this total dwell time data, further substantiates our proposed model in Newton with 10-minute appointment intervals. We further insulate ourselves from any potential backup or congestion with the fact that we have over twice the amount of parking spots (19) versus appointment slots (8). It is also worth noting that based on what we've seen at our other retail

sites, COVID has significantly changed how customers shop in-store. Customers expect to be able to pre-order online and enter the building to pick up, browsing in-store. We will offer this service in Newton.

Thank you,

A handwritten signature in black ink that reads "Geoff Whitehouse". The signature is written in a cursive, flowing style.

Geoff Whitehouse
VP of Real Estate

Appendix A

Security camera review of one proxy location for a 2 hour stretch on a recent Friday evening

Check In	Exit	Visit Duration
1700	1703	3
1701	1705	4
1701	1707	6
1702	1706	4
1703	1709	6
1703	1708	5
1703	1711	8
1704	1707	3
1704	1714	10
1705	1708	3
1705	1715	10
1706	1715	9
1706	1716	10
1707	1719	12
1708	1720	12
1709	1719	10
1711	1723	12
1711	1723	12
1711	1717	6
1712	1723	11
1712	1717	5
1715	1726	11
1715	1725	10
1717	1727	10
1717	1728	11
1717	1723	6
1717	1722	5
1718	1725	7
1719	1725	6
1719	1725	6
1721	1732	11
1722	1733	11
1722	1730	8
1725	1734	9
1730	1742	12
1730	1735	5
1730	1741	11
1730	1736	6
1725	1730	5
1731	1739	8

1731	1740	9
1734	1742	8
1734	1740	6
1735	1742	7
1736	1745	9
1737	1750	13
1737	1748	11
1738	1746	8
1738	1749	11
1741	1748	7
1741	1752	11
1742	1752	10
1742	1750	8
1743	1749	6
1743	1754	11
1744	1752	8
1744	1752	8
1746	1751	5
1743	1748	5
1746	1752	6
1748	1754	6
1749	1754	5
1750	1756	6
1751	1756	5
1751	1800	9
1752	1757	5
1753	1759	6
1753	1757	4
1754	1800	6
1754	1800	6
1756	1805	9
1801	1806	5
1801	1812	11
1801	1807	6
1802	1810	8
1803	1809	6
1804	1811	7
1805	1815	10
1805	1810	5
1805	1813	8
1806	1813	7
1807	1814	7
1807	1813	6
1808	1814	6

1809	1815	6
1810	1816	6
1812	1820	8
1812	1817	5
1813	1825	12
1813	1818	5
1814	1821	7
1816	1823	7
1816	1822	6
1815	1819	4
1816	1824	8
1816	1823	7
1817	1826	9
1817	1825	8
1817	1820	3
1819	1824	5
1820	1825	5
1821	1829	8
1821	1836	15
1821	1829	8
1822	1831	9
1822	1831	9
1824	1832	8
1824	1832	8
1824	1833	9
1825	1829	4
1825	1833	8
1826	1835	9
1827	1837	10
1827	1836	9
1829	1835	6
1829	1837	8
1830	1839	9
1832	1840	8
1832	1837	5
1833	1840	7
1834	1840	6
1834	1843	9
1835	1845	10
1836	1842	6
1837	1843	6
1838	1844	6
1839	1853	14
1839	1845	6
1840	1847	7

1845	1849	4
1846	1848	2
1847	1852	5
1850	1859	9
1853	1857	4
1859	1901	2
Total average dwell time		7.5