

Attn: Parking and Traffic Commission Members

RE: Special Permit Application for Relief of Parking Requirements – Backbeat Brewing Company

Backbeat Brewing Company is a craft beer and specialty coffee production facility located at 31A Park Street. This facility plans to house a 100 seat taproom/café and an additional seasonal 40 seat patio area.

We applied to the zoning board of appeals and received a special permit to serve food at our facility. Our plan is to offer a very limited breakfast menu of pre-prepared food products. We will not be offering any lunch menu. Wednesday thru Saturday evenings we will be offering limited snacks. Friday and Saturday evenings we will supplement our snack menu with pop up vendors inside our facility or a food truck parked on our property adjacent to our patio.

Deliveries: We have arrangements with our vendors to take deliveries before we open between 3AM and 5AM or during the slowest traffic hours of 11AM and 2PM. All deliveries will be dropped off by 28ft or shorter box trucks, on our property, no longer than 10 minutes, and will not utilize any on street parking spaces or cause traffic delays.

Our initial parking requirements was 2 spaces per 1000 sq/ft which equals 13 spaces. After receiving the special zoning food permit our parking requirements have increased to 35 spaces.

Backbeats business plan is targeting a clientele that already has secured permitted parking, are dropped off, or walk to the train from 5AM until 5PM. We anticipate our highest traffic influx and need for parking from 5PM until closing Wednesday thru Saturday.

Available Parking: (See spreadsheet for data collection)

5AM to 5PM – Slower Hours

Existing on property and adjacent street parking (Park and Broadway)	15 spaces
Creative Catering – 58 Park Street	4 spaces
Bentley Parking - Bowl-o-mat – 100 River Street	60 spaces – as required
Total	79 spaces
(Additional Parking within 200ft – 43 spaces @ 24% Utilization)	(33 spaces available) (Broadway and Railroad Ave)

5PM to Close

Existing on property and adjacent street parking (Park and Broadway)	15 spaces
Creative Catering – 58 Park Street	4 spaces
Ultimate Auto Sales – 42 Park Street	6 spaces
Gordons of Beverly – 48 Park Street	6 spaces
Bentley Parking - Bowl-o-mat – 100 River Street	60 spaces – as required
Total	91 spaces
(Additional Parking within 200ft – 43 spaces @ 34% Utilization)	(28 spaces available) (Broadway and Railroad Ave)
(Parking Garage within 700ft – 494 spaces)	(494 spaces)

Other additional Parking

Beverly Bootstraps – 35 Park Street	14 spaces (Saturday eve only)
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Our neighbors are excited and have helped us acquire the necessary spaces to meet our parking requirements. We plan to tailor all of our marketing towards using the train, walking and biking. Due to that we will be installing a bike rack on our property to promote this.

Thank you for your time and attention to this.

Regards,

Pete Harkins

Backbeat Brewing Co LLC