

East Longmeadow Planning Board

60 Center Square

East Longmeadow, Massachusetts 01028

since 1894

Telephone: (413) 525-5400- extension 1700 - Facsimile (413) 525-1656

Ralph Page, chair

Michael Carabetta, vice chair

Tyde Richards, clerk

George Kingston

Deborah Bushnell

robyn d. macdonald, director

rmacdonald@eastlongmeadowma.gov

Minutes of January 12, 2016

Present were: Chair, Ralph Page; Vice Chair, Michael Carabetta; Clerk, Tyde Richards, George Kingston and Deborah Bushnell.

Public Hearing Site Plan – Plastipak Packaging, Inc., 108 Industrial Drive

Chair, Ralph Page opened the public hearing for Plastipak Packaging, Inc., 108 Industrial Drive.

Clerk, Tyde Richards read the legal notice and correspondence into the record.

Stuart Strohman Safety Officer:

I'm not really thinking there are going to be any police safety related issues with this addition. My only question would be if they tower over an area. Is the area marked for a potential falling risk.

Jeff Walker, Project Manager said that they are looking to install four new cooling towers for their process water system and three transformers for increasing their electrical capabilities. He said they are also proposing a raised section of the roof in order to put drying resin hoppers inside their building.

Dean Kimber, Site Operations said that they are also looking to put in a few more manufacturing machines within the facility.

Mr. Page asked if the resin hoppers are solid resin and melt. Mr. Walker said yes they are pellets. Mr. Page asked if the cooling tower was water cooled. Mr. Walker said yes it is a cooling water tower and they currently have four on site. Mr. Page addressed the Board for any questions.

Ms. Bushnell asked if there are any height restrictions in that zone for buildings. Mr. Page said 50 foot height restriction. Ms. Bushnell said then they meet that at 42.8. Ms. Macdonald said with the added square footage for the raising of the roof there is still enough parking with regard to square footage and asked Mr. Walker if that was correct. Mr. Walker said yes they have more than they need.

Mr. Kingston said having spent many years at Monsanto Solutia dealing with similar situations it's perfectly reasonable.

Mr. Page said with regard to the proposed chain link fence in the front is it going to have the sleeves in it. Mr. Kimber said yes they have the same similar setup on the east side. Mr. Page said that he noticed that and wanted to verify that they were going to do the same thing and addressed the audience for any questions. There being none and upon motion duly made by George Kingston and seconded by Michael Carabetta, the Board voted unanimously (5-0) to close the public hearing. Upon motion duly made by George Kingston and seconded by Deborah Bushnell, the Board voted unanimously (5-0) to approve the Site Plan as presented for Plastipak Packaging, 108 Industrial Drive.

Colin Drury regarding advertising on fences for sports

Colin Drury, Director of the Recreation Department said that he is representing a sponsorship policy that he wrote for the Board of Selectmen in 2012. He said that a small portion of it is signage on athletic fields and said that many towns do that including Longmeadow, Wilbraham & Springfield. He said one of the famous one is Picknelly Park and essentially what they are looking to do as part of their sponsorship policy is have the ability to get more supporters of East Longmeadow Recreation. Mr. Drury said that would enable them to show support by the use of a banner on baseball and softball fields placed on fences. He said as part of that they need to make sure they are following state, local or town by-laws and addressed the Board for any questions.

Ms. Bushnell asked if he is talking about all the East Longmeadow Town owned fields. Mr. Drury said the facilities that are run by the Recreation Department which would be Center Field, Heritage Park, Pine Knoll and the Brown Farm. Ms. Bushnell said not the school systems correct. Mr. Drury said correct and said it is a function of being able to get the funds to be able to do that and he feels it would be the schools decision to do that for their own facilities as well. Ms. Bushnell said having coached for him in the past few years the money is needed desperately to repair the fields that their children are playing on. Mr. Drury said that they don't have a field and maintenance safety plan in town and said having the right products he thinks that system is the way to get the funds to do that. Ms. Bushnell said one of the things she believes they had an issue with was determining who can and who can't advertise for instance could you have camel cigarettes up there.

Mr. Drury said that it would be more about them buying the correct products to install. Ms. Bushnell asked if the money would be shared with the DPW and Recreation Department. Mr. Drury said currently the DPW does not purchase clay or the paint for the lines put down or any specific products he said that they are responsible for purchasing the equipment to be installed .

Mr. Kingston asked how other towns control what goes on the signs specifically how do they prevent having beer signs or cigarette signs. Mr. Drury said some do and some don't and some you can drive by and see gambling, cigarettes and alcohol. He said others really don't control it but what they do is make all the signs uniform so you can

have your company logo, company name and it is going to say proud supporter and that is kind of what he is thinking would be the case. Mr. Drury said that they are looking for town supporters that will be very simple signage and classy all of them looking very uniformed so that it looks like it was meant to be done that way. Mr. Kingston asked if the uniformity is built into their policy or is it something they do informally. Mr. Drury said other towns it's either or. Ms. Macdonald said that she is waiting to hear back from the woman who controls Picknelly fields. Mr. Drury said his real focus of it is to add a classy look with their logo, their name, their contact, proud supporter, very simple.

Mr. Richards asked how long will the signs be up. Mr. Drury said from March 1st to November 1st. Mr. Richards asked if the Recreation Department would put them up and take them down. Mr. Drury said yes they will. Mr. Richards asked if his department will maintain them throughout the season. Mr. Drury said yes he thinks it would also be a perfect task for an interim from their internship program they have with Springfield College.

Mr. Kingston said that it would require a by-law change to allow it and isn't sure how they would make that change or how it has been in other towns. He said for instance does Springfield have a specific part of their zoning by-law that allows it. Mr. Drury said that he hasn't specifically looked how Springfield does it or how they allow it. He said that he has asked a few recreation departments that want to remain nameless and the fact is that they just do it. He said that they created the sponsorship policy, they put the signage up, they have their own rules, they do it their own way. Mr. Kingston said it is tricky to limit it to just town owned because in a sense you are giving the town an exemption from a portion of the by-law. He said not specifically an exemption but stating that signs can only be done on town property or town athletic fields. He said they would need to know what a town athletic field means and in his opinion if they moved on it that would take a bunch of work to come up with a zone change that would allow that. Mr. Kingston said that he is all in favor of the sponsorship program and thinks it's a great thing but it has to be done in the right way. Mr. Drury said that he would be definitely looking for all of the Boards guidance how to do that and he would be willing to research other towns that are doing it to see how they wrote it in or didn't write it in.

Mr. Page read Section 5.90 Political Message and/or Non-Profit Event Lawn Signs. He said under that they allow temporary banners any size but they have to be permitted by the Planning Board and asked the Board their thoughts on it.

Ms. Bushnell said in hearing that definition they would not have to change the zoning by-law they would just have to approve it. Mr. Richards said that it seems to him what Ms. Bushnell is saying sounds right if it is a message sign it wouldn't require a by-law change.

Mr. Drury said then he would go in front of the Board with the 2016 template and they would be looking to approve/deny/change that template. He said then they would go before the Board in 2017 and need to go before them for every sign that has a different company logo on it.

Mr. Carabetta said that he completely agrees with Mr. Drury that the fields need help but his concern is with putting signs up on town property such as in Center Field and Heritage Park. He said while they are satisfying one need they are offending part of the residents that don't want to drive around and see signs with advertisement to solve some of their fiscal short comings when they don't allow other businesses to do it. Mr. Carabetta said that he is torn between what is right and what is wrong and said what is right for the kids is to get more money and he doesn't have an answer for that. Mr. Page said the nice thing is that there is an approval process that the Board can choose not to approve it. Mr. Carabetta said that only legal hang up he would have would be for profit. Mr. Page said that is additional and a message sign is allowed under the by-law.

Ms. Bushnell asked if the signs for 4th of July or the beer tent get approved by the Board? Mr. Page asked if the Board approves the carnival function? Mr. Kingston said no that they have never come to the Board and there all kinds of violations with the zoning by-law that happen at the carnival.

Mr. Page said that he has taken the time to read through the entire general by-law and has read through the zoning by-laws with regard to town property and the only thing he could see is "no political sign of any sort shall be placed on town property". He said that he may have missed something and if he did please let him know. Ms. Macdonald said that she thinks that needs to be a careful issue. Mr. Page said that he agrees.

Mr. Kingston said that section 5.81 Residential Districts exception E says "temporary lawn signs for tag sales, elections or other non-profit social events as outlines in sections 5.89 and 5.90 below". He said that center field is feasible because most of it is industrial and Heritage Park & Pine Knoll are in residential districts and is not sure it would be allowed under the by-law. He said that he rather they write strict rules then and get loose on it and then have somebody sue the Board because they didn't let them put up their sign.

Mr. Richards said if it is up to the Planning Board to approve it and they approve it how do they think the town will feel about 8 or 9 months a year having signs all over the ball field. He said in all honesty they need to raise money and thinks it's a great idea and he has no problem with that but what he is afraid even through the Board has the power to approve it he is just trying to think about the other side of the coin. Mr. Richards said even signs that are beautiful could still look bad to some people. Mr. Drury said that his plan would be to have the signs facing into the field so really it's for the spectators, the families and the kids on the fields. He said that it's not the back sides of the back stops facing out towards the rotary it more of for example when you go to Fenway Park you look at wall with signs on it for that season. Mr. Richards said that they will still be noticeable because that is the purpose of a sign. Mr. Drury said yes they will. Mr. Richards said but even the back side doesn't look good and he said that he is in favor of it but he is trying to figure out how to they can work their way through that part of it. Mr. Drury said that there is also another aspect if they look at the Leahy Field how it has that green piping inside the fence. He said that you can't really see into the field and said that there are multiple products available such as a black felt product that is put on the fence all the way around it and the sign could be on that so you wouldn't see the back side of the sign. Mr. Richards said that would make it more palpable.

Ms. Bushnell said the most visible are Heritage Park and Center Square and said Center Square from what they are reading may or may not be allowed.

Mr. Drury said that it is just one aspect of a large sponsorship policy and it includes jerseys, stuff along those lines so there are other fund raising efforts within it. He said signage is probably most attractive to businesses having their business logo where 6,000 kids will be seeing it on a yearly basis. Mr. Richards asked how much money does he hope to raise doing that. Mr. Drury said typically between \$500.00 to \$750.00 for the season. Mr. Richards asked Mr. Drury how many signs does he think he could sell and the total for a season. Mr. Drury said somewhere between \$10,000 to \$15,000 total for the places he sees they could realistically go. He said that he thinks the reason why he went before them was because the Selectmen really wanted information and Ms. Macdonald let him know that the Board was going to be discussing it so he figured if he was present he could answer any questions the Board might have.

Mr. Kingston suggested that they allow it just in Center Field this year and see how it works, see if he can sell the signs, see what the signs look like and see what the town reaction is. He said if people are very negative on it then the following year they don't approve it and if the reaction is positive then they can put in the effort to do something with the zoning by-law to make it work. Mr. Kingston said that it will take some work with the supreme court decision and also legal opinion.

Mr. Page said that he thinks the Board needs to review the entire policy a little better and asked Mr. Drury for copies to be distributed to each of the members.

Ms. Macdonald asked how does the Planning Board enforce the cost for the screening on the fences or how does he enforce that or make the recreation department pay for that cost on the outside of the fences. Mr. Drury said a lot of the fields already have it.

Mr. Kingston asked Mr. Drury the cost of it. Mr. Drury said that he couldn't tell them per yard exactly and what they would need. He said that he thinks they would have to build it into the pricing of the sign and he thinks that they would make sure the back of the sign is black so it would blend right in to the whole thing.

Ms. Macdonald asked if the Police have to get involved with regard not being able to see into the fields for safety. She said because in all the approvals the Police Department does they require full visibility for when they drive by. Ms. Bushnell asked if he knows the cost of the signs being manufactured so that you can see through the opposite side just like what is done for car windows. Mr. Drury said that he didn't and that you can't currently see into Leahy from the back right now.

Mr. Carabetta said that it might take a couple of site visits and it's not going to be a one size fits all type of thing. Mr. Drury said site by site being able to meet with the Board and telling you the locations. He said that he has been working on it for over 3 years and it is good to try and get it going so that he can finalize approval.

Mr. Kingston asked if they should ask Mr. Drury to present to the Board a more specific plan for where the signs would go, what the requirement would be for backing. He said also have the Police Department review that plan before he goes out and mark it and

make sure with they are happy with the site lines and with site lines on Maple Court. Mr. Kingston said also town counsel review it and once everyone is happy then maybe they can consider it. Mr. Drury said that he thinks step one would be to let the Selectmen know that there is now a function of having a sign. He said then he could get it through the Police Department, the Board of Selectmen and town counsel and come to the Planning Board with the finalized plan.

Mr. Carabetta asked if they should draft a letter outlining the Board's ideas so he can take it to the Selectmen. Ms. Macdonald asked Mr. Carabetta if he is looking for a zone change. Mr. Carabetta said no a letter to the Selectmen suggesting that they do a trial period at Center Square.

Mr. Page said that the Board of Selectmen would have to approve it because they are in charge of town owned property. Mr. Kingston said that it's possible and it is going to take some work. He said that they can't approve a plan without seeing it so they can't guarantee that when he comes in with it it's going to be approved. The Board agreed that it is something they can work with and get Mr. Drury going on it.

Mr. Drury said on their capital plan for recreation is the reconstruction of Veteran's Field on Maple Street and Memorial & Blackman which are at Heritage Park. He said that it would be the only way they will be able to do it because he doesn't want to increase the registration fees.

Mr. Page said one of his concerns is that he doesn't like the signs going up March 1st because most of the time you can't get onto the fields until April. He said that he would like to narrow the time frame down. Mr. Drury said whatever they would like and maybe they can say when the fields are deemed playable. Mr. Page said that he thinks it gives Mr. Drury a good start. Mr. Drury said at least he knows it is possible. Mr. Page thanked Mr. Drury for coming in and meeting with them.

Andre Yarns, Jr. – P3 Auto Detailing & Car Wash, 50 Maple Street

Ms. Macdonald said that Mr. Yarns never responded to the letter she sent asking him to come in and talk to the Board about the drainage issue and she never heard anything from him. Mr. Page said that he heard through the grapevine that they were using all organic products and one of his suggestions was to get the MSDS sheet. Ms. Macdonald said that she did ask Danny Burack for that but she hasn't seen that yet.

Request for Signage – Volo Aero MRO, 140 Industrial Drive

Clerk, Tyde Richards read a Request for Signage from Andrew Walmsley, Volo Aero MRO, 140 Industrial Drive.

After review of the proposed signage and upon motion duly made by George Kingston and seconded by Michael Carabetta, the Board voted unanimously (5-0) to approve the proposed signage for Volo Aero MRO, 140 Industrial Drive measuring 36" x 24" for a total of Six (6) square feet and placed on the ground directory sign conditioned upon the applicant obtaining a sign permit from the Building Inspector.

Request for Waiver of Site Plan Review & Signage – Scottrade, Inc., 32 Center Square

Clerk, Tyde Richards read a Request from Rodger Riney, Scottrade, Inc. to operate an on-line brokerage firm office in an existing location at 32 Center Square. The proposed hours of operation are from Monday through Friday 8:00 a.m. to 5:00 p.m. and there will be three employees.

Upon motion duly made by Michael Carabetta and seconded by George Kingston, the Board voted unanimously (5-0) to approve the Request of Waiver of Site Plan Review for Scottrade, Inc., 32 Center Square.

After review of proposed signage for Scottrade, Inc. and upon motion duly made by George Kingston and seconded by Deborah Bushnell, the Board voted unanimously (5-0) to approve two directory signs measuring approximately 27" x 11" for a total of Two (2) square feet each, and a building sign measuring approximately 30.5" x 120 " for a total of Twenty-six (26) square feet conditioned upon the applicant obtaining a sign permit from the Building Inspector.

Waiver of Site Plan Review Approved

Crow River Farm, LLC, 171 Porter Road

Request for Waiver of Site Plan Review & Signage – Michael Epaul Photography, 489 North Main Street

Clerk, Tyde Richards read a Request from Michael Epaul to operate a photography studio at 489 North Main Street. The proposed hours of operation are from Monday through Friday 9:00 a.m. to 5:00 p.m. and Saturday from 9:00 a.m. to 3:00 p.m. There will be one employee.

Upon motion duly made by Deborah Bushnell and seconded by George Kingston, the Board voted unanimously (5-0) to approve the Request of Waiver of Site Plan Review for Michael Epaul Photography, 489 North Main Street.

After review of proposed signage for Michael Epaul Photography and upon motion duly made by George Kingston and seconded by Deborah Bushnell, the Board voted unanimously (5-0) to approve the directory sign measuring approximately 61" x 27" for a total of 11.44 square feet conditioned upon the applicant obtaining a sign permit from the Building Inspector.

Minutes

The Board reviewed the minutes of December 15, 2015 and upon motion duly made by Deborah Bushnell and seconded by George Kingston, the Board voted (5-0) to approve the minutes.

Proposed Budget

Mr. Page said that the budget was sent to the Town Account and Ms. Macdonald said that she isn't sure if it was sent to Appropriations yet. Mr. Page said that he noticed a decrease in the office supplies by 50% and asked Ms. Macdonald if that is because the purchase of a new copier. Ms. Macdonald said correct. Mr. Page said that the Board's stipends are in the amount of \$800.00 for the four members and believes it is \$1,000.00 for the Chairman which was approved in 1985. He said that a lot of things have changed in 32 years including them no getting health insurance benefits and he would like to have their stipends increased from \$ 800.00 to \$1,200.00 for each member and from \$1,000.00 to \$1,5000.00 for the Chairman. He said it's on their supplemental budget because they hadn't approved it before the budget went in. Mr. Page said that it would be an increase of \$2,100.00 and would be a total increase in the budget of \$463.51. He said that he thinks it is warranted and has looked at other departments, the Assessors have a stipend of \$2,000.00 a year, the Medical Reserve Corp Director is receiving \$1,200.00 a year and he doesn't think it is a lot to ask for after 32 years. Upon motion duly made by Michael Carabetta and seconded by Deborah Bushnell the Board voted unanimously (5-0) to increase the Boards stipends which would be \$800.00 to \$1,200.00 for four members and from \$1,000.00 to \$1,5000.00 for the Chairman. Upon motion duly made by George Kingston and seconded by Michael Carabetta the Board voted unanimously (5-0) to approve the budget with the \$2,100.00 added to line item 5112.

With no further business and upon motion duly made by George Kingston and seconded by Deborah Bushnell, the Board voted 5-0 to adjourn at 7:10 p.m.

For the Board,

Tyde Richards, Clerk