



## EAST LONGMEADOW PLANNING BOARD

Tuesday, June 15, 2021

6:00 PM Eastern Time (US and Canada)

Zoom Webinar

### MINUTES

Chair Russell Denver opens the meeting at 6:00 pm and called the roll.

Present: Russell Denver, Chair  
George Kingston, Vice Chair  
Tyde Richards, Clerk (virtual participation, non-voting)  
Peter Punderson  
Jonathan Torcia

Staff Present: Bethany Yeo, Planning & Community Development Director  
Rebecca Jones, Planning & Community Development Administrative Assistant

#### PLANNING BOARD CLERK REORGANIZATION

Chair Russell Denver reminded the Planning Board members that this is Clerk Tyde Richards' last meeting and a new clerk must be appointed.

**Motion to appoint Jonathan Torcia to Clerk made by Board Member Peter Punderson and seconded by Vice Chair George Kingston and approved by a roll call vote four (4)-zero (0).**

#### APPOINTMENT OF ALTERNATE COMMISSIONERS TO PVPC 2021-2022

#### APPROVAL OF MINUTES

May 18, 2021

**Motion to approve made by Vice Chair George Kingston; second by Board Member Peter Punderson and approved by roll call vote three (3)-zero (0).** *Jonathan Torcia recused himself as he was absent.*

#### SITE PLAN WAIVER REQUESTS

1. **Case SPRW 2021-21:** Request for Site Plan Review Waiver for a mental health counseling office in an existing structure at 40 Crane Avenue (Assessor's Parcel ID 27-21-0) on a 1.35 +/- acre site in the Industrial zoning district. Applicant: Yejide Bell, 40 Crane Avenue, East Longmeadow, MA 01028.

Applicant was present for discussion. She provides family and couples therapy and will see five clients a day approximately four days a week between the hours of 9:00am and 5:00pm.

**Motion to approve made by Vice Chair George Kingston; second by Clerk Jonathan Torcia and approved by roll call vote four (4)-zero (0).**

2. **Case SPRW 2021-22:** Request for Site Plan Review Waiver for a home office located at 5 Murray Court (Assessor's Parcel ID 26-13-5) on a .51 +/- acre site in Residence C zoning district. Applicant: Samuel Conroy, 5 Murray Court, East Longmeadow, MA 01028.

Applicant was present for discussion. He will use the home office to edit photographs, communicate with clients and other administrative tasks.

**Motion to approve made by Vice Chair George Kingston; second by Board Member Peter Punderson and approved by roll call vote four (4)-zero (0).**

3. **Case SPRW 2021-23:** Request for Site Plan Review Waiver for a skincare business at 51 Prospect Street (Assessor's Parcel ID 27-154A-A) on a .23 +/- acre site in the Business zoning district. Applicant: Stephanie Barry, 51 Prospect Street, East Longmeadow, MA 01028.

Applicant was present for discussion. She has been an esthetician for 20 years primarily at People's Massage. She is now in a new location and will be seeing five clients a week three days a week.

**Motion to approve made by Vice Chair George Kingston; second by Board Member Peter Punderson and approved by roll call vote four (4)-zero (0).**

4. **Case SPRW 2021-24:** Request for Site Plan Review Waiver for home office for Go Progress, an online business offering digital marketing, coaching and consulting at 201 Gates Ave (Assessor's Parcel ID 12B-7-145) on .23 +/- acre site in the Residence C zoning district. Applicant: Dannia Guzman Collado, 201 Gates Ave, East Longmeadow, MA 01028.

Applicant was present for discussion. Her business goals include connecting with consumers to sell products and eventually evolve into business coaching. The difference between the two businesses is that Go Progress Media is for the market services while Go Progress is for the business coaching. Her long-term goal is to put both brands under one LLC once opened.

**Motion to approve made by Vice Chair George Kingston; second by Clerk Jonathan Torcia and approved by roll call vote four (4)-zero (0).**

5. **Case SPRW 2021-25:** Request for Site Plan Review Waiver for home office for Go Progress Media, an online business offering digital marketing, coaching and consulting at 201 Gates Ave (Assessor's Parcel ID 12B-7-145) on .23 +/- acre site in the Residence C zoning district. Applicant: Dannia Guzman Collado, 201 Gates Ave, East Longmeadow, MA 01028.

*Case SPRW 2021-24 and SPRW 2021-25 were heard together without vote but voted upon separately. See description of business above.*

**Motion to approve made by Board Member Peter Punderson; second by Vice Chair George Kingston and approved by roll call vote four (4)-zero (0).**

6. **Case SPRW 2021-26:** Request for Site Plan Review Waiver for Pretty Pineapple Beauty Bar, a weightloss business located in an existing structure at 42 Harkness Ave (Assessor's Parcel ID 12-3-5) on a .28 +/- acre site in the Business Zoning District. Applicant: Eliana Espejo, 21 Longfellow Terrace, Springfield, MA 01128.

Applicant was present for discussion. Ms. Espejo performs non-invasive body sculpting using ultrasonic waves. There is no required state licensure but she is certified and will provide the Planning Board with a copy of such. She intends to operate by appointment only.

**Motion to approve made by Board Member Peter Punderson; second by Vice Chair George Kingston and approved by roll call vote four (4)-zero (0).**

**ANR**

7. **Case ANR 2021-03: 50 Gerrard Ave** –Request by applicant for endorsement of a plan believed not to require subdivision approval under Subdivision Control Law to combine two parcels: 50 Gerrard Ave (Assessor’s Parcel ID 2B-44-500) and Lyric Ave (Assessor’s Parcel ID 2B-43-497) to create New Parcel A 13,500 +/- sq. ft. located in the Residence C zoning district.  
Applicant: Diane S Cavanaugh and Michael Fitzgerald, 50 Gerrard Avenue, East Longmeadow, MA 01028.

Applicant representative Mike Smith of Smith Surveyors, Inc. was present for discussion. This filing is combing two parcels into one. No comment from the Board.

**Motion to endorse ANR for 50 Gerrard Avenue made by Vice Chair George Kingston; second Board Member Pete Punderson and approved by roll call vote four (4)-zero (0).**

8. **Case ANR 2021-04: Windsor Lane, Shaker Road**—Request by applicant for endorsement of a plan believed not to require subdivision approval under Subdivision Control Law to reconfigure lot lines of existing land of the SIVAD Nominee Trust into new parcels VIII-3R (Assessor’s Parcel ID 20-24-3) 42,395 +/- sq. ft. and Lot A (Assessor’s Parcel ID 20-9-0) 1,258,784 +/- sq. ft. located in the Residence A and Commercial zoning districts. Applicant: John H. Davis, Trustee and Stephen A. Davis, Trustee, the SIVAD Nominee Trust, PO Box 15709, Springfield, MA 01115.

Applicant representative Mike Smith of Smith Surveyors, Inc. was present for discussion. Mr. Smith explained that the plan was previously approved as a subdivision that was never developed. There was question from Vice Chair Kingston regarding the accessible frontage of one of the parcels. In order for this to be a building lot, it must have access frontage. There was also question regarding the lack of driveways. Mr. Smith chose to continue this application to a later meeting in order to discuss the Board’s questions with his client.

**Motion to continue filing to June 20, 2021 meeting made by Vice Chair George Kingston; second Board Member Pete Punderson and approved by roll call vote four (4)-zero (0).**

**PUBLIC HEARINGS**

9. **Case SP 2021-4: 562 North Main Street** – Request by applicant for Special Permit for change of ownership at an existing restaurant at 562 North Main Street (Assessor’s Parcel ID 2B-77-561) located in the Business Zoning district. Applicant: Friendly’s Restaurants, LLC, 1938 N. Woodlawn, Suite 110, Wichita, KS, 67209.

Clerk Jon Torcia read the legal notice into the record for the Special Permit. Beth Moore, License Coordinator appeared before the Planning Board to address the proposal for Special Permit for a change in ownership. Ms. Moore explained Friendly’s had been purchased by AMICI Partners Group, LLC and ownership would change from Friendly’s Restaurants, LLC to Friendly’s Restaurants

Co, LLC however, the business would continue to operate as a Friendly's and no operational or structural changes were proposed.

The hearing was opened to the public for comment. Jennifer Osonitsch, Executive Assistant for Friendly's spoke in support of the Special Permit.

**Motion to close the public hearing was made by Vice Chair George Kingston; second by Board member Pete Punderson and approved by roll call vote four (4) – zero (0).**

No further questions or comment from the Board members.

**Motion to approve made by Vice Chair George Kingston; second by Clerk Jonathan Torcia and approved by roll call vote four (4)-zero (0).**

- 10. Case SP 2021-5: 45 Baldwin Street** – Request by applicant for Special Permit for a brewery and tap room at 45 Baldwin Street (Assessor's Parcel ID 27-11-C) located in the Industrial Zoning district. Applicant: Brew Practitioners, LLC, 53 Forest Glen Road, Longmeadow, MA 01106.

Clerk Jon Torcia read the legal notice into the record for the Special Permit. Applicant and business owner, Tanzania Cannon-Eckerle, Esq. and Joe Eckerle, Head Brewer were present for discussion. Ms. Cannon-Eckerle explained Brew Practitioners is a local "Small Batch" brewery previously located in Florence, Massachusetts for the past 6 years. Ms. Cannon-Eckerle emphasized that Brew Practitioners is not a bar but rather a brewery who serves their beer on tap to local patrons. Brew Practitioners takes part in a small amount of distribution using local small business partner, White Lion and strive to create a neighborhood friendly brewery experience with hours of operation not to extend past 10 PM. The Brewery will be open four days per week Thursday-Sunday. A pouring permit would be sought to allow the brewery to pour the beer into pints on site. Finger foods like Paninis or flatbreads may be offered and will require East Longmeadow Board of Health approval. All state and federal licenses will be kept on file at the Planning & Community Development department as part of the public record.

The public hearing was opened for comment:

Amy Hebert, 20 Glendale shared concerns regarding increased traffic on Glendale Road via the 50 FT Roadway easement connecting Baldwin Street to Glendale Road owned by McMahon Family Nominee Business Trust.

Christian Garvey, 15 Glendale Road spoke in support of the proposed brewery however expressed concern regarding traffic use of the 50 FT Roadway easement connecting Baldwin Street to Glendale Road. Mr. Garvey also inquired about timed releases that could cause customers to line up outside the entrance to the brewery.

Eileen Letourneau, 57 Edmond Street shared concerns regarding increased traffic, public safety and noise.

Mr. Eckerle explained they are one of the smallest breweries in the state with a three-barrel capacity and do not anticipate having timed-releases which would draw a crowd beyond their approved indoor capacity limit. Existing parking is enough to house max capacity of 124, if needed and the applicants were not opposed to arranging traffic signage on Baldwin Street to encourage vehicular traffic to stay on

Baldwin Street as access and egress to the business. Ms. Cannon-Eckerle explained at their former business location, live entertainment was arranged and permitted only after the local community voiced an interest in it and even then, the entertainment was limited to indoor performances and with noise monitored by brewery staff to ensure it did not become a nuisance to the surrounding neighborhood. If East Longmeadow residents express a similar interest, an entertainment license would need to be applied for by Brew Practitioners and granted by Town Council. The applicants clarified the outdoor patio is east facing toward Healthtrax.

**Motion to close the public hearing was made by Vice Chair George Kingston; second by Board member Pete Punderson and approved by roll call vote four (4) – zero (0).**

The Planning Board discussed a condition regarding installation of traffic signage on Baldwin Street in an effort to keep business traffic from cutting thru the Glendale Road neighborhood via the privately owned 50 ft. roadway easement at the end of Baldwin Street. They also opined a condition be included to limit hours of operation to between Wednesday-Sunday 11 AM-10 PM.

**Motion to approve with conditions made by Vice Chair George Kingston; second by Clerk Jonathan Torcia and approved by roll call vote four (4)-zero (0).**

11. **Case SP 2021-6: Massage Therapist Facility**—Request by applicant for Special Permit for a massage therapist facility at 280 North Main St, Ste 4 (Assessor’s Parcel ID 14-12-F) in an existing structure located in the Commercial zoning district. Applicant: Christina, Conti, Idle Moments Massage, 280 N Main St, East Longmeadow, MA 01028.

Clerk Jon Torcia read the legal notice into the record for the Special Permit. Applicant Christina Conti, LMT, appeared before the Planning Board to address the proposal for a massage therapy facility. Ms. Conti had previously been in operation as Massage Therapist in a facility located at 10 Crane Ave. Due to the Covid-19 pandemic she now seeks a new location for her massage therapy facility at 280 North Main Street, Suite 4.

The Chair opened the public hearing for the Special Permit for Massage Therapist Facility. No comment was made by the public.

Hearing no further comment, **Motion to close the public hearing was made by Vice Chair George Kingston; second by Board Member Pete Punderson and approved by roll call vote four (4)-zero (0).**

**Motion to approve made by Vice Chair George Kingston; second by Clerk Jonathan Torcia and approved by vote four (4) – zero (0).**

#### **OTHER BUSINESS**

12. **Request for full release of Rustic Meadows/Silver Fox performance bond** totaling Fifteen Thousand Nine Hundred Forty-Eight and 76/100 Dollars [ \$15,948.76]. Applicant: Carmine Capua

Planning and Community Development Director Bethany Yeo explained that since the partial release in April, the Town has accepted the street. Department of Public Works also expressed satisfaction with the project.

**Motion to release bond in full made by Vice Chair George Kingston; second by Clerk Jonathan Torcia and approved by vote four (4) – zero (0).**

- 13. Endorsement of Subdivision Plans, Review Performance Guarantee & other documents for Case SD-D 2020-1: Definitive Subdivision Plan for Josie Lane Subdivision –Request by applicant for the definitive subdivision approval for a two (2) lot subdivision, installation of a 150’ road and cul-de-sac on a 2.36 +/- acre site located at Pease Road (Assessor’s Parcel ID 32-34A-B) in the Residence AA zoning district. Applicant: Emanuel Marino, 66 Lathrop Street, West Springfield, MA 01089**

Applicant’s counsel Larry Levine, Esq. was present for discussion. The proposed covenant before the Planning Board has been reviewed and approved by town counsel. The Department of Public Works expressed satisfaction with the project. There was discussion amongst the Board members regarding the use of a covenant as opposed to a bond.

**Motion to approve covenant and endorse plans made by Board member Pete Punderson; second by Vice Chair George Kingston and approved by roll call vote four (4) – zero (0).**

**14. Director’s Report**

Ms. Yeo is working with the Master Plan Steering Committee to review the papers submitted by the PVPC in advance of the Planning Board’s next meeting. She provided guidance to the Board members regarding the remanded site plan review application for PLH, LLC

**ADJOURN Motion to adjourn made by Vice Chair George Kingston; second by Board Member Peter Punderson and was approved by roll call vote four (4)-zero (0) at 7:40 pm.**

Respectfully submitted.

Rebecca A. Jones,  
Planning & Community Development Administrative Assistant