



Town of Deerfield Zoning Board of Appeals

Deerfield Municipal Offices
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South Deerfield, MA 01373
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Pursuant to a notice duly filed with the Town Clerk, a meeting of the Planning Board was held on September 7, 2023, at 7:30 pm at the Municipal Offices, Main Meeting Room, 8 Conway Street, South Deerfield, MA.

1. Chair Adam Sokoloski called the meeting to order at 7:32 pm.
2. Members Present: Adam Sokoloski, Chair; David Potter (remote); Laura Pontani (remote); Gaby Richard-Harrington(Remote); David Sharpe (Remote);

Also Present: Amy Hahn, Administrative Assistant; Bob Walden, building Commissioner; Phil Godeck, Pelican, Products, Inc.

3. Minutes to be approved 8/10/23.

Motion to accept minutes of 8/10/2023 as written: Gaby Richard-Harrington

Second: Adam Sokoloski

Vote: Adam Sokoloski (chair) – Aye; David Potter – aye; Laura Pontani – aye; Gaby Richard-Harrington – aye; David Sharpe – aye

4. New Business

- Public Hearing convened at 7:34 with notice read into the record by Sokoloski: The Deerfield Zoning Board of Appeals will hold a public hearing on **September 7, 2023, at 7:30pm** on a Special Permit application filed by **Pelican Products, Inc.** for property located at **147 North Main Street (Map 151 Lot 11)** for a sign exceeding thirty-two (32) square feet, pursuant to Zoning Bylaw c.179 §3222

Phil Godeck of Pelican, Inc. gave an overview of the proposed sign to be located on the Greenfield road side of the Pelican Building at 147 North Main Street. The sign is 296 square feet, but not visible to residential areas. It takes up less than 2% of the wall space and setbacks are over 100 feet from the property line. It will only be visible from Greenfield Road in a small window, framed by existing trees.

Discussion:

Chair Sokoloski expressed concern that a sign of this size and brightness will set a precedent for signs on Greenfield Road. It is both bigger and brighter than existing signs. Both Dolar General and Yankee candle were asked to revise their proposed signs to meet community standards.

Other commission members generally agreed that the sign is too large and too bright. The applicant expressed willingness to redesign the sign to better meet community standards and requested permission to place a temporary sign to show what a revised sign might look like. Bob Walden agrees to allow a temporary sign to be installed.

Public Comment:

Sara Rider, abutter, observed that the proposed sign won't be visible to residents and expressed approval for a new sign on the route 5 side of the building, but agreed that the proposed sign is too large and too bright.

Applicant agrees to continue hearing to the October 12, 7:30 pm meeting of the ZBA for consideration of a redesigned sign proposal.

Hearing is continued until the next ZBA meeting, October 12, 7:30 pm

- Chapter 179 Bylaw Review: Procedure for Special Permit pursuant to c179 §3240
Commission members agree to recommend language as follows for a new subsection §§ 3247: "Procedures. A Sign Permit application shall be filed with the Zoning Board of Appeals and Building Commissioner with accompanying plan and fee" for inclusion in the c 179 bylaw update draft proposed by the Planning Board

5. Adjourn

Chair Sokoloski moves to adjourn meeting at 8:23 pm Second: David ???

Vote: Adam Sokoloski (chair) – Aye; David Potter – aye; Laura Pontani – aye; Gaby Richard-Harrington – aye; David Sharpe – aye

Respectfully Submitted,

Amy Hahn, Administrative Assistant
Planning Board

Documents:

Special permit application submitted by Phil Godeck, Pelican Products, Inc. and accompanying documents 8/23/2023.

Additional narrative submitted by Phil Godeck, Pelican Products, Inc. 9/7/2023.