

# Background Materials – May 19, 2025 – Planning Board Meeting

Prepared by Anne Capra, Director of Planning and Conservation, 5/15/25

**Cable Access Channel 15** –The Cable Studio has indicated that this meeting will be live streamed on Channel 15.

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<https://www.southhadley.org/1274/Agenda-Background-Materials>

## AGENDA ITEM #1 Open Comment Period

This 10-minute period is set aside for the public to offer comments on items not on the posted agenda, in accordance with the adopted policy, as amended 9/11/23, posted on the Town of South Hadley Planning and Conservation Department webpage here:

<https://www.southhadley.org/DocumentCenter/View/11705/Policy-on-Open-Comment-Period---As-Adopted-2023-09-11>

**Action Needed:** Allow members of the public to offer comments to the Board.

## AGENDA ITEM #2 Minutes

Planning and Conservation Coordinator Colleen Canning will forward minutes separately.

**Action Needed:** Vote to approve the minutes.

## AGENDA ITEM #3 Correspondence

Correspondence will be sent separately.

**Action Needed:** No action needed.

## AGENDA ITEM #4 Illuminated Sign Permit – 341 Newton Street, Jen’s Hair Care

Application online: <https://www.southhadley.org/1483/16616/Newton-Street-341---Jens-Hair-Care?activeLiveTab=widgets>

This application is for refacing an existing illuminated sign for an existing business at 341 Newton Street, Jen’s Hair Care and Company (assessor’s Map 27, Parcel 77) located in the Business A zoning district. The business has updated their logo and is seeking to update the sign with the new graphics.

The sign is proposed to be 48" high x 84 ¾" wide (27.4 sq.ft.) with a black and white logo in white lettering that will be illuminated at night.

Per 255-85, the Planning Board must make a finding that the sign will not be adverse to the character of the surrounding neighborhood or the community. Per 255-85 (G)(2) the following standards are to be evaluated to make that determination:

- Illumination impact on surrounding properties – must be considered and minimized.
- Internally Illuminated signs for lettering or logo or message being promoted only. Illumination does not illuminate adjoining or nearby residential properties or pose a danger to motorists on adjoining or nearby roadways from glare.
- Background or field of sign cannot be illuminated.

The application lists the hours of illumination as 5-8:30am and 4-10pm. For previous illuminated sign applications, the Board typically conditions the hours of illumination to the hours of operation of the business.

**Recommendations:** Discuss hours of illumination and establish a condition for permit approval.

**Action Needed:** Conduct the public meeting, take public comment, issue an Illuminated Sign Permit.

#### AGENDA ITEM #4 136 East Street ANR

Application is online here: <https://www.southhadley.org/DocumentCenter/View/14116/136-East-St-ANR-5-8-25?bidId=>

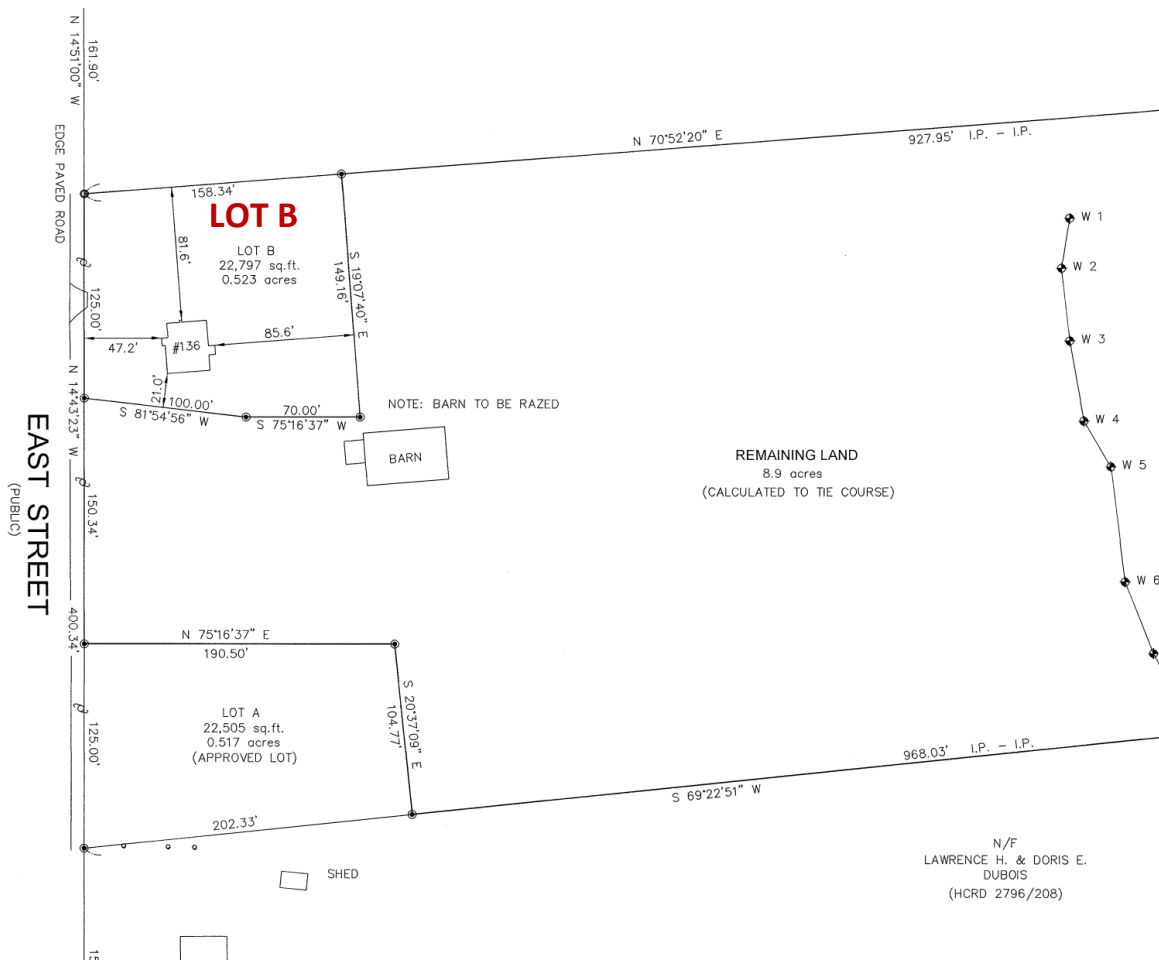
Another ANR application has been submitted for 136 East Street, Assessor's Map 35, Parcel 6, by the owner of the property, 136 East Street LLC. On 3/10/25, the Board endorsed an ANR for a 22,505 sq.ft. lot (Lot A). The current ANR seeks to create new 22,797 sq.ft. lot (Lot B) with 125' of frontage for the existing single-family dwelling. The remaining parcel would be 8.9 acres, and include 150.34' of frontage, and include the existing barn, which the plans indicate is proposed to be razed.

#### ANR Standards for Approval

1. Type of Way: East Street is a Town-owned roadway maintained by the DPW, therefore this standard is met.
2. Minimum frontage required for zoning district: The property is in the RA1 zoning district with 125' minimum frontage requirement. The proposed new Lot B will have 125' frontage. The remaining lot will have 150' of frontage. Therefore, this standard is met.
3. Vital access: This pertains to whether or not the new lot can be accessed from the way from the frontage shown on the plan and is their practical access from the way to the buildable portion of the lot. This can also be about whether or not the way on which the proposed lots front provides adequate access. Because East Street is a town owned and maintained roadway, and the lot is practicably accessible from the frontage on East Street, this standard is met.

#### RECOMMENDED MOTION:

Based on the findings [*as indicated above*], I move to [*endorse/decline*] the application for Approval Not Required for 136 East Street Lot B.



**Action Needed:** The Board needs to vote to endorse or decline to endorse the ANR plan.

### 6:45pm Public Hearing

#### AGENDA ITEM #6 Business A-1 Design Guidelines Public Hearing

Revised draft Design Guidelines (based on discussion at 5/5/25 meeting) are online:

[https://southhadley.org/DocumentCenter/View/14106/BUS-A-1-Design-Guidelines\\_Final-Draft-51925](https://southhadley.org/DocumentCenter/View/14106/BUS-A-1-Design-Guidelines_Final-Draft-51925)

Business A-1 Mixed Use Developments Zoning background: <https://southhadley.org/1482/Business-A-1-Design-Guidelines>

Innes Associates will give a presentation on the draft design guidelines. The Board may ask questions and discuss any of the guidelines, and open the hearing to public comment.

**Action Needed:** Conduct public hearing, take public comment, discuss any potential changes or edits. The public hearing may be closed or kept open until the next meeting on 6/9/25, if the Board wants to continue discussion. It is anticipated that the Board will vote on adopting Business A-1 design guidelines at the 6/9/25 meeting.

AGENDA ITEM #6

Planning & Conservation Department Report on Planning Projects and Development Updates

**A. Next Planning Board Meetings and Other Important Dates**

*Planning Board typically meets the 2<sup>nd</sup> and 4<sup>th</sup> Mondays of the month.*

<b>6/1/2025</b>	<b>Business A-1 Mixed Use Permitting Moratorium Expires - Design Guidelines Adoption Due</b>
<b>6/9</b> <i>Nate absent Rob absent</i>	<ul style="list-style-type: none"> <li>Mixed Use Development Special Permit Public Hearing – 36 Bridge Street</li> <li>Finalize Business A-1 Design Guidelines – Board vote to adopt</li> </ul>
<b>6/16</b> <i>Special Meeting</i>	<ul style="list-style-type: none"> <li>Anthony’s Dance Club Special Permit Public Hearing continuation</li> </ul>
<b>6/23</b>	<ul style="list-style-type: none"> <li>MHC Energy Center Site Plan Review Public Hearing continuation</li> <li>Route 202/33 Corridor Re-Zoning and Design Guidelines Discussion w/ Innes Associates</li> </ul>
<b>7/14</b>	<ul style="list-style-type: none"> <li>Route 202/33 Corridor Re-Zoning Discussion (Board only)</li> <li>Agricultural Uses Zoning Bylaw Amendments – Board discussion draft report</li> <li>Sign Bylaw Amendments – Board discussion draft report</li> </ul>
<b>7/28</b>	<ul style="list-style-type: none"> <li>Route 202/33 Corridor Re-Zoning Draft Zoning and Design Guidelines– Public Listening Session</li> </ul>
<b>8/11</b>	<ul style="list-style-type: none"> <li>Route 202/33 Corridor Re-Zoning Draft Zoning and Design Guidelines – Board discussion/final edits</li> <li>Open Space and Recreation Plan 10-year Action Plan Review</li> </ul>
<b>8/25</b>	<ul style="list-style-type: none"> <li>Open Space and Recreation Plan 10-year Action Plan – Public Hearing</li> <li>Agricultural Uses Zoning Bylaw Amendments – Board discussion draft report</li> <li>Sign Bylaw Amendments – Board discussion draft report</li> </ul>
<b>9/8</b>	<ul style="list-style-type: none"> <li>Route 202/33 Zoning Public Hearing - (Special November Town Meeting Warrant)</li> <li>Subdivision Regulations Public Hearing</li> </ul>
<b>9/22</b>	<ul style="list-style-type: none"> <li>Route 202/33 Zoning – Final Edits &amp; Draft Report to Town Meeting</li> <li>Agricultural Uses Zoning Bylaw Amendments – Public Hearing</li> <li>Sign Bylaw Amendments – Public Hearing</li> </ul>
<b>10/6</b> <i>Columbus Day 10/13</i>	<ul style="list-style-type: none"> <li>Route 22/33 Zoning – Approve Report to Town Meeting</li> <li>Agricultural Uses Zoning Bylaw Amendments – Final Edits &amp; Draft Report to Town Meeting</li> <li>Sign Bylaw Amendments – Final Edits &amp; Draft Report to Town Meeting</li> </ul>
<b>10/20</b>	<ul style="list-style-type: none"> <li>Agricultural Uses Zoning Bylaw Amendments – Approve Report to Town Meeting</li> <li>Sign Bylaw Amendments – Approve Report to Town Meeting</li> </ul>
<b>November ??</b>	<b>Special Fall Town Meeting</b>

AGENDA ITEM #7 Other New Business (topics which the Chair could not reasonably expect to be discussed/considered as of the date of this notice)

No additional business has been submitted to me as of the date of this notice.