

## PLANNING BOARD

TOWN OF GREENFIELD, MASSACHUSETTS  
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### GREENFIELD PLANNING BOARD Minutes of December 16, 2010 Greenfield High School Cafeteria, 1 Lenox Avenue

The meeting was called to order at 7:02 p.m. with the following members:

**PRESENT:** Roxann Wedegartner, Chair; Linda Smith, Vice-chair; Mary Newton, Clerk; Clayton Sibley; James Allen; and alternate Joshua Parker.

Also present were Eric Twarog, Director of Planning and Development; Jeff Terrell of WHAI; and members of the public.

#### Approval of Minutes

**MOTION:** Moved by Sibley, seconded by Smith and voted 5:0 to approve the meeting minutes from November 18, 2010 and December 2, 2010.

#### Public Hearings

- a. (Continued from December 2, 2010) - Greenfield Investor's Property Development, LLC, Proposed 135,000 square foot retail store off French King Highway (Tax Map R04, Lot 44; Tax Map R05, Lot 23)

Wedegartner continued the public hearing at 7:06 p.m. The following project proponents were present: Tim Sullivan of Goulston & Storrs; Donna MacNicol of MacNicol & Tombs, LLP; Rick Dupuis, VHB; and Larry Cranor, RKG Associates. Also present were Larry Koff and Roberta Cameron of Larry Koff and Associates; and Michael Tessler of Retail Concepts. Wedegartner announced the sign-up sheet and explained the rules of the Board's public hearing process to the audience and announced that the public hearing is being recorded and asked if anyone else was recording the hearing. Jeff Terrell of WHAI responded yes. Wedegartner reviewed the roles and responsibilities of the Planning Board on this project to the audience.

#### **Larry Koff and Associates Peer Review Presentation on the Fiscal Impact Statement**

Mr. Koff introduced his team to the Board and members of the public. Ms. Cameron gave a PowerPoint presentation summarizing their peer review (copy of PowerPoint presentation dated December 16, 2010 is hereby made a part of these meeting minutes). Wedegartner asked why the property values are comparable to those of the Rotary Area. Ms. Cameron responded that this development will create higher values in the French King Highway commercial area because it will draw people to it that do not currently go there. Smith inquired on the projected \$36,000 tax revenue annual decrease. Ms. Cameron responded that they used four (4) percent to determine this figure. Allen inquired on the potential loss of tax revenues and if this would affect residential values. Ms. Cameron responded that they did not study residential impacts. Smith inquired how the residential property values along High Street may be impacted. Smith stated that she believes that commercial development along French King Highway will increase as a result of this project, generating even more traffic, and thereby potentially reducing residential property values in the area to a greater degree. Smith asked why residential property values were not considered. Mr. Koff responded that the Zoning Ordinance doesn't allow for this so it was not part of their scope of work. Wedegartner reiterated

what Mr. Koff stated and explained that the Corridor Overlay District was adopted to protect this mixed use area.

### **Project Proponent's Presentation on Traffic and Access**

Tim Sullivan introduced his team to the Board and audience and gave a PowerPoint presentation (copy of PowerPoint presentation dated December 16, 2010 is hereby made a part of these meeting minutes).

Wedegartner inquired on the breakdown of the \$400,000 of infrastructure improvements. Mr. Sullivan responded that any traffic mitigation costs are not included in the \$400,000 of infrastructure improvements which includes water and sewer extension and the proposed traffic signal at the site entrance.

### **Public Input Portion of Public Hearing:**

#### **Dan Clifford – UFCW for Abutters**

Spoke against the project due to negative economic impacts.

#### **Al Norman - 21 Grinnell Street, Representing the Abutters**

Spoke against the project. Submitted a fiscal impact report on the proposed project.

Mr. Tessler responded that Larry Koff and Associates is a professional consulting firm, not just one individual and that this firm along with Retail Concepts have a lot of experience in analyzing retail projects.

#### **Patricia Marcus - 71 High Street, Greenfield**

Expressed concerns about the potential negative impacts on the Downtown and stated that based on some calculations that she prepared, a modest 5% loss of residential property values along High Street, Wildwood and Silver would amount to approximately \$40,000 in tax loss.

#### **Sandy Thomas – 50 Crescent Street, Greenfield**

Expressed concerns about the potential negative impacts on the Downtown.

#### **Madeline Cantwell – 136 Lovers Lane, Greenfield**

Stated that her opinions have changed as she has attended these meeting through the public hearing process and that she believes that Greenfield does need a discount department store. She questioned whether this proposal is the right one for Greenfield. She spoke about potential job loss and asked the Board to consider the overall impacts of this proposal.

Mr. Koff addressed Sandy Thomas' comments by pointing out that the project proponent has offered funds for technical assistance and signage to address the potential negative impacts to the Downtown.

Wedegartner asked the audience to be patient as the Board gathers the information it needs to make an informed decision and to be respectful to the Board's peer reviewers.

#### **Richard Wedegartner – 85 Hastings Street, Greenfield**

Spoke about double standards and gave examples of other businesses coming into town as direct competitors of other downtown businesses such as Greenfield Coffee, Raven Books, Magpie Pizza, Etc. Stated that no one seemed to care about these businesses and that he doesn't understand this logic.

Smith stated that most of the public did state that Greenfield needs a discount department store so the real question is will the overall impacts of this store be negative or positive.

#### **Larry Clark – 40 Peabody Lane, Greenfield**

Spoke against the proposed project due to the potential negative impacts of the project.

#### **Donovan Eastman – 7 Oak Street, Greenfield**

Mr. Eastman reviewed residential property values of the area with the Board as well as his numbers on potential tax losses.

Russ Hudson – Shelburne Road, Greenfield

Spoke for the project and stated that property values in the area have increased since the Town has promoted commercial activity in this area.

CJ Finck – White Birch Avenue, Greenfield

Spoke for the project.

Diane Clancy – 32 Abbott Street, Greenfield

Stated that Al Norman's report on the fiscal impacts should be reviewed by the peer reviewer.

Al Dray, Deerfield

Stated that he supports a discount department store but at the right size and at the right location.

Isaac Mass, Greenfield

Asked the Board to use its local knowledge of Greenfield for their judgment of this project. Stated that in the past, the Town has approved smaller projects than what was applied for and that this has hurt the Town in the past. Stated that this project should not be made smaller and that he believes that residential property values will increase overall. Requests that the Board keep the fiscal impact discussion open.

Wedegartner asked if the project proponents or peer reviewer wanted to address any of the issues/concerns brought up this evening. Mr. Sullivan responded no and Mr. Koff responded no. Mr. Norman requested that the Board either allow him additional time to present his fiscal report to the Board or have the public record reflect that the abutters have been unable to present their findings to the Board. Wedegartner responded that the Board will allow Mr. Norman 20 minutes to present his findings at the January 6, 2011 Planning Board meeting.

**\* Copy can be viewed at the Department of Planning and Development located at 114 Main Street, Greenfield, MA.**

**MOTION: Moved by Smith, seconded by Newton, and voted 5:0 to continue the public hearing on the application of Greenfield Investor's Property Development, LLC to January 6, 2011 at 7:00 p.m. at the Greenfield High School Cafeteria.**

Adjournment

**MOTION: Moved by Newton, seconded by Allen, and voted 5:0 to adjourn the meeting at 10:05 p.m.**

Respectfully Submitted,

Eric Twarog, AICP  
Director of Planning and Development