



**Roxann Wedegartner
Mayor**

City of
GREENFIELD, MASSACHUSETTS

ZONING BOARD OF APPEALS

City Hall • 14 Court Square • Greenfield, MA 01301
Phone 413-772-1549 • Fax 413-772-1309
eric.twarog@greenfield-ma.gov • www.greenfield-ma.gov

Members:
Twarog, Eric
Director, Planning & Dev.

Gilkes, Debra (2025)
Maloney, Mark (2025)
Singer, David (2024)
Winn, James (2023)
Wozniak, Peter (2023)

**ZONING BOARD OF APPEALS
Minutes of August 11, 2022
2nd Floor Meeting Room 20 Sanderson Street**

The meeting was called to order by Chairman Mark Maloney at 7:00 p.m. with the following members:

PRESENT: Mark Maloney, Chairman James Winn, Clerk David Singer
Peter Wozniak

ABSENT: Debra Gilkes

ALSO PRESENT: Eric Twarog, Director of the Department of Planning and Development; Marlo Warner, Director of the Department of Public Works; MJ Adams, Director of the Department of Community and Economic Development; and members of the public

CHAIRS STATEMENT: This meeting is being recorded, if any other persons present are doing the same, you must notify the chairperson at this time. No one responded.

Public Hearings:

- a. 7:00 p.m.: Application of the City of Greenfield through its Department of Community and Economic Development for a special permit pursuant to Sections 200-6.7(B) and 200-8.3 of the Zoning Ordinance, in order to allow the installation of 14 off-premise wayfinding signs at various locations throughout the City to direct people to the Franklin County Fairgrounds, Museum of Our Industrial Heritage, and Poet’s Seat Tower.

At a public meeting on Thursday, August 11, 2022 at 7:00 p.m., in the 2nd Floor Meeting Room of 20 Sanderson Street, the Greenfield Zoning Board of Appeals held a public hearing on the application of the City of Greenfield through its Department of Community and Economic Development for a special permit pursuant to Sections 200-6.7(B) and 200-8.3 of the Zoning Ordinance, in order to allow the installation of 14 off-premise wayfinding signs at various locations throughout the City to direct people to the Franklin County Fairgrounds, Museum of Our Industrial Heritage, and Poet’s Seat Tower. Chairman Maloney explained the public hearing process to the Applicant. Winn read the public notice into the record. Members of the Board sitting were Mark Maloney, Chairman; James Winn, Clerk; Peter Wozniak; and David Singer. The following project proponent was present: MJ Adams, Director of the Department of Community and Economic Development.

Maloney Introduced the Board members sitting and asked the Applicant to introduce herself and explain what she wants to do, where she wants to do it, and why.

Adams Ms. Adams presented the wayfinding signage project to the Board. She stated that her office, Community and Economic Development, secured a grant from the State Office of Travel and Tourism for the proposed wayfinding signage. There are 14 proposed signs directing to the Franklin County Fairgrounds, the Museum of Our Industrial Heritage, and to Poet’s Seat Tower.



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Ms. Adams stated that in most cases, the new wayfinding signage will be put on existing sign posts to reduce sign clutter so the height may vary from sign to sign. She stated that her department did reach out to the DPW in advance to find out if they have any issues with the proposed signage which she stated they did not to include any snow plowing issues.

Maloney Inquired if she reviewed the proposed locations for the wayfinding signs.

Adams Responded yes.

Chairman Maloney stated to the Board that they will review one sign at a time.

Maloney Asked if Signs #1 and Sign #2 could be combined on one sign.

Adams Responded that Michael Nelson, President of the Fairgrounds, recommended the proposed locations for the fairgrounds wayfinding signage. She responded that she believes it would be safer to have them on both sides of the street.

The Board reached consensus that Sign #8 is okay as proposed.

The Board reached consensus that Sign #9 is okay as proposed.

Maloney Inquired if they did a mock up to check line of sight and visibility issues.

Adams Responded that they did do a full size mock up to test that out and they could see them from a distance but did not evaluate line of sight issues.

The Board reached consensus that Sign #12 is okay as proposed.

Maloney Stated that Sign #13 is right near the large existing sign for the museum and that Sign #14 seems repetitive.

The Board reached consensus that Sign #7 seems unnecessary and repetitive.

Chairman Maloney asked if the Board members have any additional questions at this time.

Winn No questions at this time.

Wozniak Asked if Sign #7 is seven (7) feet high.

Adams Responded yes.

Singer Stated that he will hold his questions until after public comment.



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Winn Read review comments from the Planning Board which forwarded a positive recommendation to the ZBA with recommendations, Health Department and Fire Prevention Officer who both had no comments or issues with this request; and the Engineering Superintendent.

Chairman Maloney opened up the public hearing to public comment at 7:26 p.m.

Jim Terrapin, Co-owner of 2 Mead Street, Greenfield

Mr. Terrapin stated that the proposed signs for the Museum of Our Industrial Heritage are not necessary because they already have a new large sign for the museum.

Tanya Avery, 106 Laurel Street, Greenfield

Ms. Avery expressed concerns about excessive traffic on Laurel Street which is a residential neighborhood. She stated that there are 30 single family homes and 36 condominium units on Laurel Street as well as a nursing home. She stated that she is against the proposed wayfinding signage directing traffic onto Laurel Street because it will exasperate the excessive traffic on Laurel Street. She suggested directing traffic onto Munson Street which is wider and is less of a residential area.

Lynn Waldron, on the Board of Solar Village, Greenfield

Ms. Waldron suggested that once the Wisdom Way project is completed and functional again, that the signs be moved to not impact Laurel Street.

Michael Nelson, President of the Franklin County Fairgrounds

He stated that River Street is proposed to have both a MassDOT sign and a smaller sign. He stated that the smaller sign could be removed from the request. He encouraged the Board to keep the proposed sign at the fairgrounds to direct people to the main gate. He stated that no new pathways to the fairgrounds are being created with this request; they are only highlighting existing pathways to the fairgrounds for safety and convenience. He stated that people have been asking for such wayfinding signage for years.

Maloney Inquired on when the Wisdom Way project will be completed.

Warner Responded October 2022.

Maloney Suggested that the sign proposed for Wisdom Way/River Street be moved to the Laurel Street/River Street sign.

Chairman Maloney asked if the Board members have any additional questions at this time.

Winn Asked if the DPW will drive their trucks on Wisdom Way once the road is reopened.

Warner Responded yes.

Wozniak No additional questions at this time.



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Singer Inquired if Sign #1 near Meridian Street is the first sign people will see for the Franklin County Fairgrounds.

Adams Responded yes.

Singer Asked if another sign could be put up further south on Deerfield Street to give people advanced notice for the fairgrounds before having to turn left right at proposed Sign #1.

Warner Stated that MassDOT jurisdiction ends at the southern entrance to Washington Street so a sign could be put up after that intersection to avoid having to obtain MassDOT approval.

Chairman Maloney closed public comment at 7:48 p.m.

Chairman Maloney closed the public hearing at 7:48 p.m.

Board Discussion/Decision

City of Greenfield through its Department of Community and Economic Development

The Board discussed potential conditions of approval and reached consensus to use the photos submitted with the application as the basis for a motion and approval.

MOTION: Moved by Winn, seconded by Singer, and voted 4:0:0 to approve the application of the City of Greenfield through its Department of Community and Economic Development for a special permit pursuant to Sections 200-6.7(B) and 200-8.3 of the Zoning Ordinance, in order to allow the installation of the following off-premise wayfinding signs at various locations throughout the City to direct people to the Franklin County Fairgrounds, Museum of Our Industrial Heritage, and Poet’s Seat Tower with the following conditions:

- 1) The Applicant shall install the following signs as shown in the photos of the application packet: Sign #1, Sign #2, Sign #3, Sign #4, Sign #6, Sign #7, Sign #8, Sign #9, Sign #12, and Sign #14;
- 2) The Applicant shall install Signs #10 and #11 on the same sign post;
- 3) The Applicant shall not install Sign #13;
- 4) The Applicant shall move Sign #5 and install it on the west side of River Street/Route 2A on City property to direct traffic to Wisdom Way;
- 5) The Applicant shall follow all requirements of the Department of Public Works as stated in their memo dated June 27, 2022.

Updates:

- a. Update from the Director of Public Works on City Water Usage.

Mr. Warner stated that he wanted to talk with both the Planning Board and the ZBA about water usage in Greenfield. He began by pointing out that Greenfield’s water resource is governed by the Commonwealth’s



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Water Management Act. The City is registered (as opposed to permitted) to draw up to 2.1 million gallons daily average over the course of a year. Current usage is running at an average of 1.8 to 2.0 million gallons. There is concern that, if the maximum were exceeded, the Department of Environmental Protection could place the city on a permit that defines a maximum allowed and imposes more stringent regulations on the community. Currently Greenfield residents are under mandatory restrictions, partly because the Leyden Glen Reservoir is offline for dredging. But it is expected that the drought conditions will continue to worry officials in the coming years and will cause the city to move to more severe steps.

Discussion turned to cannabis cultivation and the differences in water consumption between indoor and outdoor growing. He noted that grow sites may have drilled wells or they may take public water if available, but not both. Current regulations do not limit water usage for indoor use but could be limited for outdoor sites if on a public system. The outdoor cannabis project at Leyden Road (Tier 11) has a meter installed for public water consumption. They are currently using about 2,000 gallons per day, but it is not clear how far their current production is toward full operation.

Singer asked about using gray water for certain uses over using drinking water. Mr. Warner stated that he has no jurisdiction over private wells which are the purview of the Board of Health.

Approval of Minutes:

MOTION: Moved by Wozniak, seconded by Winn, and voted 4:0:0 to approve the meeting minutes of June 1, 2022 and June 9, 2022.

Adjournment:

MOTION: Without objection the meeting was adjourned at 9:04 p.m.

Respectfully Submitted,

Eric Twarog, AICP
Director of Planning and Development