Public Hearing Minutes  
Planning Board

SITE PLAN REVIEW – HOLYOKE HOTEL RESTAURANT 1/APPLEBEE’S, 245 WHITING FARMS ROAD 
(meeting is being recorded)

On Tuesday, April 28, 2015, the Holyoke Planning Board held a Public Hearing regarding a Site Plan Review submitted by Apple New England LLC for the property located at 245 Whiting Farms Road. The meeting was held at 6:00 p.m. in the 4th Floor Conference Room of the City Hall Annex, 20 Korean Veterans Plaza, Holyoke, Massachusetts.

Attendance:
Planning Board
Mimi Panitch ......................... Chairman
Christian LaChapelle............. Vice-Chairman
Mark Joy .................. Secretary
John Kelley ....................... Member
Eileen Regan .................. Member
Harry Montalvo .............. Associate

Planning Staff
Marcos Marrero.............. Director
Jeffrey Burkott ............. Principal Planner
Claire Ricker ............... Senior Planner
Sharon Konstantinidis..... Head Clerk

Others Present
John Furman ...................... Vanesse Hangen Brustlin (VHB)
Patrick Eulberg .................. 6200 Oak Tree Blvd. Ste 250, Independence, OH 44131

MIMI PANITCH, at 6:54 p.m., called for a motion to open the Planning Board Public Hearing. A motion was made by MARK JOY and seconded by EILEEN REGAN. The motion carried 5-0.

JOHN FURMAN stated that the Holyoke Hotel Site Plan was approved as a Master Plan (#101) and once a tenant was identified, site details were required for Site Plan Review Approval. He provided an overview of the approved Master Plan and minor changes relative to landscaping, dumpster location, and utilities.

PATRICK EULBERG stated that the Holyoke Applebee’s design will be the first in New England. The building elevation renderings were viewed. The building would be constructed of a blend of office and hardyboard siding and stone. The design incorporates garage door size glass windows and a stone tower to identify the front. To eliminate the rear of the building having exposed dumpsters or walk in coolers, a 10-foot high enclosure with a heavy gauge metal fence is proposed. The awnings are not vinyl; they are constructed of metal and coated with a high grade automotive paint on all four sides with LED soft white lights. The roof top units will be shielded due to lowered truss designs and therefore not visible.

JOHN KELLEY asked what the seating capacity was. PATRICK EULBERG answered that seating for 230 between the restaurant and the bar was proposed.

JEFFREY BURKOTT reviewed the comment letter dated April 24, 2015. A response to the comment letter would be forthcoming.
1- The plans are final.
2- Accepted.
3- The trash enclosure position will allow for safe emptying. JEFFREY BURKOTT asked when would the dumpster be emptied and what are the hours of operation. PATRICK EULBERG replied the dumpster will be emptied around 5 a.m.; the restaurant is open Sun-Thurs until midnight and FRI/SAT until 1:00 a.m. He added that vendor deliveries will also be scheduled at that time.
4- JOHN FURMAN stated that contact has been made with the owner of 225 Whiting Farms Road to address the fire access, easement, and parking issue and that the relationship continues to be less then favorable. They continue to work with the MADOT and the City to address off-site traffic mitigation as it appears that the timing for the traffic light at the corner of Lower Westfield Road and Whiting Farms Road is broken.
5- Noted.
6- A 4x8 sign will be used for the contractor.
7- A final sign plan will be submitted and permits applied for; “Neighborhood Grill and Bar” will be removed from the West and East sides, only the “Applebee’s” to remain.
8- Accepted.
9- Accepted.
10- Deliveries via a 53 foot truck will be made once a week at approximately 5 a.m.
11- Only as-built plans are needed at this time.
12- Accepted.

JOHN KELLEY asked what the construction time frame was. PATRICK EULBERG replied from construction to opening was 17 weeks; approximately 85-100 additional jobs.

MIMI PANITCH noted that there was no one from the public present to speak in favor or against.

Adjournment
MIMI PANITCH, at 7:25 p.m., called for a motion to close the Public Hearing. A motion was made by JOHN KELLEY and seconded by MARK JOY. The motion carried 5-0.

Respectfully submitted,

Mark Joy, Secretary
Holyoke Planning Board