



TOWN OF
BEEKMAN
New York

4 Main Street
Poughquag, NY 12570
www.townofbeekman.com
(845) 724-5300

**Town of Beekman Zoning Board of Appeals
Minutes of July 7, 2022**

The Town of Beekman Zoning Board of Appeals met for their regularly scheduled meeting on Thursday, July 7, 2022 at the Beekman Town Hall at 7:20 PM. The following members were present: Chairman: Mersin Capollari, Linda Porter and Stella Slattery. Also present was Town Attorney - Dan Speranza and Acting Secretary – Colleen Hayes.

Mersin led the Pledge of Allegiance and noted the emergency exits.

Mersin made a motion to approve the May Zoning Board Minutes. Seconded by Linda. All in favor. Motion carried.

Mersin made a motion to open the public hearing. Seconded by Stella. All in favor. Motion carried.

Public Hearing:

1. Volta Charging LLC– Amend ZBA’s resolution of April 7, 2022
1328 Beekman Rd
Grid # 6759-00-408359
Zone TC

Mersin stated the applicant is seeking to amend the ZBA’s resolution for two items. The color of the sign’s background and letters. Code section 155-57 (D) (3) (d) and the internal illumination’s component of the sign’s – code section 155-57 (D) (3) (a) (1).

Mersin opened public comment.

Alex R. Gladd from Cuddy Feder representative of applicant stated that they were granted an area variance approval for five code 2 EV Charging Stations at the Stop and Shop located on Beekman Road at the front of the store on existing landscape islands. They are on the first row but are not taking any handicap spaces. Towers are approximately 7 ft tall. Video displays are 4 ft x 2 ft wide. Volta offers free EV charging. Digital displays are necessary for that aspect of it through the ad revenue they are able to subsidize the cost. After the April 7th meeting we went to the Planning Board and town’s planning board engineer identified two additional provisions that we need relief from. So we applied to amend the variances.

Alex believes an amendment is warranted here because no changes in circumstances were made.

They are asking that the two provisions be added to the resolution of approval so it is technically correct.

Mersin welcomed public comment.

Bill Crane approached the Board (254 Gardner Hollow Rd) stated he heard presentation at the planning board and stated charger will not last long. The applicant said the idea of the charging stations are to make it part of shopping a day. They didn't research the town.

They have asked for several variances that goes against the nature of the sign codes and project goes against the comprehensive plan.

This board is supposed to follow the comprehensive plan. Main point of the comprehensive plan is to preserve the rural character of our town.

He believes this is a visual problem. Comprehensive plan should matter and to be your guide and this project should never have gotten off the ground.

Mersin reads letter submitted from resident that could not be present. He reads:

Susan Glavich, 64 Lime Mill Road, Lagrangeville, NY 12540

July 7, 2022

Dear members of the ZBA,

I am writing to express my opposition to the variances needed by Volta LLC to install 2 large digital billboards in the Stop and Shop parking lot in areas of high pedestrian traffic.

The signs are in violation of many (at least seven) sections of Town Code. Once the variances are granted, Volta LLC will have full control of what is being advertised and how the content within the boundaries of the signs is presented to pedestrians entering the grocery store. Pedestrians would have no way to avoid exposure to the advertising content due to the billboards' size and proximity to the doors of Stop and Shop.

Volta's offer of attaching these signs to level 2 charging stations is seductive. The argument in favor of the signage is that residents will have access to a green technology, but the bigger issue is that the Town would be giving a national company (not a local business) free rein to advertise their content to consumers (Beekman residents) without Town oversight. Level 2 charging stations do not provide a substantial enough charging capacity for the Town to relinquish control over its signage.

Variances are forever. Once granted there is no way to go back. I hope the members of the Board see that this is a decision not to be taken lightly. Electronic Billboards are not the type of signs that align with the Beekman Comprehensive Plan of maintaining the rural character of the Town.

Since I am not able to attend the meeting tonight, I would appreciate that my thoughts be entered on the record as part of the public hearing.

Sincerely, Susan Glavich

Applicant approached the Board.

The Board asked more questions and further discussed the charging stations.

Applicant explained that the Volta model is different they offer it for free. The signs are not flashing. They are actually static images. There is a refresh rate so that it will cycle through different advertisements. Stations are not moving, they are not video and there is no sound. It's just a static image that refreshes and cycles through different advertisements. It is not the gas pump displays. It is just a digital sign that throughout the day there will be multiple signs.

At night when it starts to get dimmer outside the charging power dims the light that is omitting from it. They are very low impact and are orientated just towards the pedestrians who are walking in and out of store. He stated there is no harm to neighborhood or community.

Attorney explains to the Zoning Board what the applicant is asking for.

The Zoning Board reviews plans and continues with questions.

Mersin made a motion to close the Public Hearing. Seconded by Linda. All in favor. Motion carried.

Board states that it would not change the character of the neighborhood and would not be detrimental to the neighborhood.

The variance is not substantial.

There is no adverse impact and it is not self-created.

Mersin made a motion to close the Public Hearing. Seconded by Linda. All in favor. Motion carried.

Mersin made a motion amend the April 7, 2022 to grant a variance from section 155-57 (D)(3)d) and 155-57 (D)(3)(a)(1). Seconded by Stella All in favor. Motion carried.

Mersin made a motion to close the Meeting. Seconded by Linda. All in favor. Motion carried.

Meeting Adjourned.

**Respectfully submitted.
Colleen Hayes
Secretary**