
PLANNING DIRECTOR QUESTIONS, COMMENTS AND RECOMMENDATIONS

ADDRESS: 326 Main Street
APPLICANT: Jeremy Roussel
PROPERTY OWNER: Gerald & Cheryl Swift
REQUESTED APPROVAL: Variance for Sign Height
ZONING DISTRICT: Business East (BE)
APPLICATION SUBMITTED: April 19, 2022
PUBLIC HEARING SCHEDULED: May 24, 2022

PROJECT DESCRIPTION: The Applicant seeks a dimensional variance (height) for a freestanding sign located on the grass island in front of the store front at 326 Main Street. The freestanding sign would be installed 5.5' taller than the existing freestanding sign, to allow for improved traffic visibility when exiting the driveway and snow storage. The metal poles for the existing freestanding sign structure would remain. Zoning Bylaws, Section 7-09-040G(1)(b)(1)(a) states that the freestanding sign height shall not exceed 10' as measured from the ground to the highest point of the sign, or 12' to the top of the sign structure.

ISSUES/COMMENTS/RECOMMENDATIONS:

1. On August 9, 1994, the Zoning Board of Appeals granted a variance to allow the continuing existence of a freestanding sign that was 63 square feet in area and 12 feet, 6 inches in height. A building permit was issued for that sign on July 18, 1995. A review of both the Zoning Board of Appeals file and Building Department file for this property did not uncover how or when the wooden freestanding sign installed in 1995 was replaced with the existing metal frame structure. According to the existing conditions plan by Signarama entitled: "Road Sign", Job # 63846, dated 12/23/20, last revised 12/23/20, the height of the existing metal poles are 17' and the width between the poles is 6'8". Currently, there is a large gap between the top of the "Kitchen & Bath Cabinets" sign, which is 10' in height, and the top bar between the metal poles. It is my understanding that the Applicant intends to keep the existing poles and simply move the signs to the top rail between the metal poles. That way, the freestanding sign will be a total of 17' in height and the distance between finished ground surface and the bottom of sign will be approximately 6'3". Submission of a detail showing the height of the freestanding sign from top of ground to the top of the metal poles would confirm this.
2. The Assessor's card for this property identifies one residential dwelling and 1 retail use. However, the proposed sign identifies 2 commercial tenants in addition to the Design Center West Company. The Applicant should clarify how many commercial tenants occupy 326 Main Street.
3. According to the proposed plan by Signarama entitled: "Road Sign", Job # 65258, dated 11/19/21, last revised 12/02/21, a wooden planter is proposed to be built under the sign that will be filled with plantings. The size of the planter is unclear from the photograph. I am

concerned that the planter will impede sight distance of cars exiting the driveway in front of the storefront. I recommend eliminating the planter altogether or installing a planter that is no taller than 1' in height. I recommend including a Condition of Approval that specifies that plants below the sign shall consist of low growing shrubs, perennials and annuals exclusively so as to not impair sight distance.