

DEVELOPMENT REVIEW BOARD
108 Shed Road
Berlin, Vermont

APPROVED MINUTES
Meeting of TUESDAY, August 1, 2017

1. The meeting was called to order at 7:00 P.M.

Members present: Karla Nuissl, Vice-Chair; John Friedrich; Shane Mispel, and Paul Irons, Alternate.
Absent: Robert J. Wernecke, Chair and Josh Fitzhugh.

Staff present: Thomas J. Badowski, Zoning Administrator and Carla Preston, Recording Secretary.

Others present: Nicole Savoie.

The Board explained its Policy and definition of party status and interested persons to attendees. Copies of the Rules and Policies and Procedure were available as handouts. No one present requested party status.

2. New business

A. 17-044 – DPSK Partnership submitted an application for newly illuminated wall signs (*Ashley Homestore* and *Novello*) totaling about 300 square feet. The property is located at 1021 US Route 302, Berlin, Vermont, in the Highway Commercial District, Parcel ID US302-037.500. Nicole Savoie, General Manager, was sworn in to give testimony on this matter.

The following documents were submitted and admitted as exhibits: **Exhibit #1:** Application for Zoning Permit, 17-044, received on 07/12/2017; **Exhibit #2:** Site Plan, Plat of Lands of DPSK Partnership, showing property, access, existing structures, etc. prepared by Vermont Mapping & Survey Co., LLC, dated April 2017; **Exhibit #3:** Sign designs and details for *Ashley Homestore* and house shaped logo, and *Novello*, totaling 299.77 square feet, prepared by Thomas Sign & Awning Co Inc., Clearwater, FL, dated 06/13/2017; and **Exhibit #4:** Cover letter from Nicole Savoie, General Manager, *Novello Furniture* discussing sign placement, dated 07/01/2017.

Nicole Savoie advised she is the General Manager of the stores. The existing sign on the building states, *Novello* with *Home Furnishings* under it which was previously illuminated. The sign for *Ashley* will be located in the center and the sign for *Novello* will be above the doors. On the west side of the building, they propose to add the *Ashley* house shaped logo. Due to their location on the hill and blockage from neighboring businesses, they are placing the new illuminated signs in an effort to make their store more visible.

Ms. Savoie advised that the frontage of the building measures 150 feet which allows the maximum 300 square feet of signage at two times the linear feet. She noted that the parcel was recently surveyed and presented large scale plans for viewing. She confirmed that the proposed signs and house shaped logo would all be illuminated and referred to the design and details. The house logo is 39.04 square feet, *Ashley Homestore* is 205.32 square feet, *Novello* is 45.00 square feet, and House Channel letter is 10.41 square feet for a total of 299.77 square feet. She confirmed that the existing *Novello* sign was originally illuminated but it has not worked in years. They want to illuminate the letters now.

In response to questions from the Board, Ms. Savoie advised that the building façade would not be illuminated, only the words which represent the signs. She explained that there are currently ground lights aimed up at the non-illuminated *Novello* sign because it does not illuminate.

Zoning Administrator Badowski asked Ms. Savoie to address the hours that the signs would be illuminated. Other businesses in the area do have their signage illuminated all night. He advised that the pylon or freestanding sign pre-existed thus he could approve the changes in wording on that illuminated sign.

Ms. Savoie advised she had not really considered timing of the illumination for the new signs. She noted that the lights for the parking lot and pylon sign are on sensors, and the lights pointing up at the building stay on until midnight. After further discussion, Ms. Savoie indicated that they propose to have their signage illuminated all night. There are no residences in the area thus no concerns about light pollution.

Mr. Badowski advised that the proposed signage meets all criteria. The measurements taken for the total square footage were appropriate and included the two house shaped logos.

Ms. Savoie advised that she asked the signage company to redo the scale so the proposed signs and logos would be within the maximum 300 square feet allowed. She reiterated that they want to make their store more visible which is located in the back of other businesses.

Based on documents presented and testimony heard, Mr. Friedrich made a motion, seconded by Mr. Irons, to close the hearing with respect to Application 17-044. The question was called and the motion passed unanimously.

3. Review and approval of the Minutes.

The Vice-Chair called for approval of the Minutes of the July 18, 2017 meeting.

Mr. Friedrich made a motion, seconded by Mr. Mispel, to approve the Minutes of the July 18, 2017 meeting as submitted. The question was called and the motion passed unanimously.

4. Public Comment

Persons present participated in the meeting as noted above.

5. Other Business

6. Status of Findings.

The Board voted to go into deliberative session at 7:11 P.M. and out at 7:13 P.M. to discuss the status of Findings. The Board's decision with regard to (closed) adjourned applications will be reported in its Findings.

7. The next meeting of the Development Review Board is scheduled for **Tuesday, August 15, 2017.**

8. There being no further business, the meeting was adjourned at 7:14 P.M.

Respectfully submitted,

Carla Preston

Carla Preston
Recording Secretary
Town of Berlin