

Town of Moretown Development Review Board  
P.O. Box 666, Moretown, Vermont 05660

Minutes of Hearing Held June 26, 2014

Application of Jolley Associates for Sign at Moretown Store

Present for the Board were John Riley, Erick Titrud, Jim O'Neill and Eric Howes. Present for the Applicant was Bob Pigeon. Also present were John Weir, Zoning Administrator, and Johnny Summers, adjoining landowner. John Riley called the meeting to order at 6:35 PM. Bob Pigeon briefly presented the Store's proposal. Currently, adjacent to the Route 100B roadway there is a sign, internally illuminated by fluorescence, that identifies current prices for three grades of fuel. The sign also indicates the Store is a "short stop".

The revised sign would have the same dimensions, but only show the 87 octane unleaded price which according to Mr. Pigeon accounts for approximately 85% of sales. This would be internally lit, LED. The short stop portion, illuminated by fluorescence, as well as a new section identifying an ATM on site, would be located below.

Under Section 4.12 of the Ordinance any internally lit sign requires review as a conditional use. Also, the maximum allowable square footage in this zone is 16 square feet. The existing sign has aggregate square footage of just under 48 square feet. The belief is this is grandfathered as a pre-existing use.

Concerns were expressed that present signage is excessive given this sign; large illumination of the sign across the top of the canopy over the pumps; and at least one other freestanding sign in front of the store, plus the signage on the store building itself.

Mr. Summers noted that with the transition from Mobile, to Irving, both the canopy, and gas price signs appear much brighter. This may be because although the bulbs may be similar, having new clean plastic coverings has increased the brightness of the fixtures.

Mr. Pigeon explained that part of the rationale for changing to an LED is that it is easier to maintain and adjust the price.

John Weir clarified that in the transition from Mobile to Irving brand gas, there have been other permits issued allowing changes of signage on the representation that the level and type of lighting has not been altered - only the identity of the brand.

Nothing in the materials presented address whether the proposed transition would result in greater brightness and impacts to either the traveling public or nearby neighbors. There was also discussion as to locations such as the convenience stores near Exit 10 and other locations which may have signs similar to that proposed by Applicant.

After discussion, it was decided that the Board would appreciate additional information as to whether the requested change would increase brightness from the sign. Mr. Pigeon will put together additional information and submit the same to the zoning administrator so that it can be considered at an additional hearing. John moved, seconded by Jim, to continue the hearing on the application to Thursday, July 10 at 6:30 PM at the Town offices. All approved. \*

Subsequent to closing the hearing on the above application John Riley mentioned that under changes to the Vermont Open Meeting Act there is a requirement that meeting agendas be placed on the Town website prior to hearings. John Weir is willing to create such an agenda at the time hearings are warned and circulate the same to the Town's web site administrator so that the Board complies with this new requirement.

There being no further business the meeting adjourned at 7:30 PM.

Respectfully Submitted,



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John Riley, Acting Secretary

\* Subsequent to the June 26 hearing the Applicant provided notice that it wished to withdraw its application and the July 10 hearing was cancelled.