

BRANDON DEVELOPMENT REVIEW BOARD HEARING

AUGUST 25, 2021

CONDITIONAL USE/VARIANCE REQUEST APPLICATION #6145

APPLICANT: HANNAFORD BROTHERS, CO. LANDOWNER: HANNAFORD BROTHERS/MAPLE ROCK LLC

BOARD MEMBERS PRESENT: Sam Stone, Ralph Either and Jack Schneider.

OTHERS PRESENT: David Atherton, Karl Marshellut, Jay Lord, Tyler Stirling, Jeff Biasuzzi and Hillary Knapp, Secretary.

The hearing was opened at 7:08pm

The warning was read and found to be in order.

Jay Lord, Tyler Stirling, Karl Marshellut, Dave Atherton and Jeff Biasuzzi were sworn in.

No interested party status was requested.

Jay: Hannaford's is looking to remodel at its current location. We are looking to add an employee lounge on an already existing slab, upgrade the existing ADA signage into compliance, replace the existing pylon sign and also replace the sign on the front of the Hannaford building.

Exhibit A was entered into evidence (packet with plan information)

Jay: The color of the building will be changing on all four sides and the roof will be replaced. The employee lounge will be added to the back of the building on an existing slab, which is next to the truck docks. An existing ramp will be used to access the employee lounge. Access to the lounge will be for employees only. The temporary trailer that was used as an employee lounge during COIVD will be removed once the new employee lounge has been built.

We are looking to replace the existing Hannaford sign at the entrance to the parking lot. The current sign is internally lit. The new sign will be 12' 10.5" tall, with 5' of clearance to allow for line of sight when exiting the parking lot. The new sign will add the 911 address for the supermarket. The eaves of the new sign will have LED lighting, there will be no internal lighting on the new sign.

The current sign on the Hannaford building is currently internally lit as well. We are looking to update the sign with new font and replace it in kind with 74 feet of sign. This will also be lit by LED lights and will drop down the lumens and will be more energy efficient.

We are also looking to add a welcome sign to the right-hand side of the building.

Jeff: The addition fits the zoning rules; however, a conditional use is required to build the addition. The pylon sign's message is 24' which is compliant and no more than 10 feet tall, the sign Hannaford is proposing is 12'. The sign looks good and the updated lighting conforms with the new sign rules. The flush mounted façade sign is over the max area and internally illuminated. The

welcome sign could be considered a directional sign and would qualify to be added to the building. The sign rules only allow for 1 façade mounted sign, however if used for directional purposes it would not be considered as more than 1 façade sign. All new signs need to conform to the 2020 sign requirements.

Sam: If you were to go down the list, what would the level of conformance be?

Jeff: 407 Section (c)- Number of signs are limited to (1) in each category:

Freestanding sign (pole mounted, clustered, plaza)

Primary Signs: Either wall mounted, (flush or parallel within an inch of the building face) or projecting (extending perpendicularly from the building face)

Jack: How tall is the pilon sign today:

Jeff: The current sign is 20' The new sign will be 10', however the roof will make it 12'. Section 407 (B3): states that non-conforming signs shall be brought into compliance with the ordinance at such time that they are changed, upgraded or there is a change of use or ownership. Section 407 (B2) states the administrative officer shall have the authority to review and approve minor changes that do not adversely affect the sign's compliance. The peak of the sign would not create a major change to the sign.

Jay: We could drop the sign down two inches, the sign would be 9'2" and this would drop the peak down by around 2'.

Dave: I like the idea that they have brought up the safety issues of the pilon sign and being able to see when pulling out of the Hannaford's parking lot. Making the sign any shorter would make it difficult for people to pull out of the parking lot safely. I also like the address being in view for any emergency calls.

Jack: The façade sign is smaller but internally lit?

Jeff: The sign is smaller than the current sign, within the guidance document for signage there are no more internally lit signs and they need to be externally lit.

Jay: If we make the sign on the façade any smaller, it would make it unreadable in order for us to externally lite the sign. The replacement of the Hannaford façade sign is in kind with the new font. The new sign will not affect the character of anything. The entrance sign is to help the customers move in a counter clockwise manner through the store.

Jeff: Do the signs go off when the store closes?

Jay: The signs go off about an hour after the store has closed.

Sam: Could you talk about the sign hours, when they will go on and off?

Jay: The signs go on about 20 mins before it becomes dark (the exact time will depend on the time of year) and go off about a half hour after the store closes around 10:30pm.

Jeff: Section 407 (5): Lighting: Any lighting of a sign shall be external sport or other-directed light, placed down-facing to avoid glare to passing traffic. There shall be no fluorescent, neon, strobe, digital, internally lit canopy or movement on any sign. All signs shall be turned off at the end of the business hours.

The conditional use permit is to amend the original conditional use permit, the variance is for the new signage.

Meeting was adjourned at 7:48pm.

Respectfully Submitted,

Hillary Knapp
Recording Secretary