

Minutes
Design Review Committee
December 12, 2018

Members in Attendance:

Planning Board	Citizens	Staff Support	Other
Lenny Horr, Chair	Steve Cabana	Beth Della Valle, Planning Dir.	Matthew Gardner
Dianne Connolly	Kelly Tarbox		Tina Williams
	Thom Gagne (arrived at 5:10 pm)		Benjamin Meggs

Meeting called to order by Lenny Horr, Chair, at 5:05 pm.

Due to Matthew Gardner's time constraints, the minutes were moved to the end of the agenda.

Agenda Item 2:

Mr. Gardner, of Garmour Group Real Estate, was before the committee to present plans for business signage at 911 Main Street, Sanford. Before discussion of Mr. Gardner's application, Beth Della Valle provided the committee with background of the revised sign ordinance.

Previously, sign regulations allowed for the square footage of free standing and building signage to be combined. The current standards do not allow this. Under current standards, Mr. Gardner cannot replace the existing 48 sf sign with one of equal size as the business has been closed for more than 365 days; thus, new signage must meet current standards. Current standards limits new signage to no more than 24 sf. Beth described two options the DRC and applicant might consider, including the committee recommending that the Zoning Board of Appeals support the applicant's request for a variance to allow a new sign to be equal to the size of the existing sign. Beth also suggested that the applicant could install a temporary sign until either an appeal was acted on or an amendment of sign regulations is adopted.

Kelly Tarbox asked for timeline for proposed revision of the sign regulations. Beth believed targeted edits to ordinance would not be complicated; however, it would probably take 2-3 months to enact an amendment. Beth indicated that she and Jamie Cole (Code Enforcement Officer for the City) discussed how those regulations or the design standards could be changed.

Mr. Gardner indicated that he operates 11 entities and asked if could advertise all of them, although he is not proposing to do so at this time. Since Mr. Gardner is not looking to advertise

all 11 entities with signage at this time and this is really a question for the Code Enforcement Officer, the inquiry was not addressed by the committee. Discussion between the committee and Beth ensued about existing signage in the Downtown and whether amendment of the design standards should be pursued to address this issue. No recommendations by committee on this topic as Beth and Jamie Cole will discuss further.

Kelly Tarbox addressed the sign proposed by Mr. Gardner and suggested a different font so that lettering is more in line with other signage in this portion of the Downtown.

On a motion by Kelly Tarbox, and seconded by Dianne Connolly, a recommendation that 1) Mr. Gardner put up a temporary banner to cover the existing sign while the City works on an amendment of the sign regulations and 2) adjustment of the design of the proposed sign to be of more consistent style with what is in the area. The Committee suggested the design be modified to reflect a bit more old fashioned, old aged look to harmonize better with the area. Motion passed on a vote of 5-0.

Agenda Item 3:

Tina Williams of Alpha Pregnancy, 6 Washington Street, Sanford, was before the committee to propose new signage above its offices on Main St. Steve Cabana asked where the offices are located as he understood they face the parking lot of the Mid Town Mall. Ms. Williams explained that Alpha Pregnancy has relocated offices within the Trust/Wolfe Buildings and, although its entrance will still be accessed from the Mid Town Mall parking lot, the offices will face Main Street (formerly this space was occupied by CLM Capital Management). Steve asked if the sign will fit within the border of the space currently designated for signage on the building. Ms. Williams indicated that it will. The committee discussed whether the thickness of lettering on the proposed sign will be visible to traffic on Main Street. Ms. Williams indicated that the sign will not be illuminated. Kelly Tarbox suggested that information on the sign be divided so that the name of the organization is on a white background with the rest of sign on a different colored background. Steve suggested that the sign include information about where the business entrance is located to reduce confusion for people viewing the sign on Main Street who do not know that entrance to the offices are behind the building. Ms. Williams mentioned that Alpha Pregnancy plans to place lettering on the windows to indicate where the entrance is. Steve suggested that the applicant investigate whether the windows are tinted, which may reduce the ability to lettering on the windows. Based on the conversation, Lenny Horr made a motion, seconded by Kelly Tarbox, to table this item until the January 9, 2019 meeting to allow the applicant to provide a revised proposal. Motion passed on a vote of 5-0.

Agenda Item 4:

Benjamin Meggs, Owner/Manager of 890-898 Main Street (Mid Town Mall) presented information about proposed lighting of the Gary Sullivan Stairway, which is located between the two buildings. Dianne Connolly verified that Mr. Meggs knows that the stairway is City property. Mr. Meggs acknowledged that he is aware of this but feels the lighting will be a benefit to the City as well as his tenants. Lenny Horr asked about the proposed bulb styles/sizes and whether LED bulbs are proposed to be used. Mr. Meggs indicated he intends to use LED bulbs of mixed styles (both oblong and globe shaped). Steve asked if the lights will be on a timing system. Mr. Meggs indicated they will and anticipates they will shut off by approximately midnight. Also, Mr. Meggs request a recommendation regarding replacement of overhanging lights on the upper section of the Mid Town Mall with the same type of fixtures previously approved for the Mill Towne Tavern. He noted that the lighting system will be controlled by a wi-fi system so that colors can be changed for holidays/special occasions. The last item Mr. Meggs presented was a proposed sign for Serenity by the Falls. This sign is proposed to be 4'x5' white aluminum to conform with other signage size/style previously presented to the committee for businesses that have recently located in the Mid Town Mall, noting Mr. Meggs' goal to create consistent signage format in the complex.

On a motion by Steve Cabana, and a second by Dianne Connolly, the committee recommended approval of the proposed lighting and signage with the following conditions:

1. Use soft, white LED bistro lighting above the stairs to create the perception of a false ceiling; lighting to be on a timer to shut off generally no later than midnight.
2. New lighting pendants, consistent with that described in the specification sheet submitted for review, hung down approximately 10' wherever there is an overhang and using Phillips Hue Bulbs.
3. The sign for Serenity by the Falls will be 4' x 5', aluminum with vinyl to match the other new signs to be of consistent format. The sign will use green lettering over a white background with silver subtext.

Motion passed on a vote of 5-0.

Item 1:

Minutes:

A motion by Thom Gagne and a second by Dianne Connolly to accept the minutes with the following changes:

The correction is to paragraph 1 on page 2 of minutes due to a typographical error on line 5 and 6. Minutes read "tot eh", corrected to "to the".

Motion passed on a vote of 5-0

After agenda items 1 – 4 were addressed, Beth updated the committee on Calvary Baptist Church, High Street and Bougie Lane, Sanford. Beth and Jamie Cole visited the property. It is believed that the chain link fence belongs to the Church. Upon further visual inspection, there is a concern that the existing vegetation would have to be removed to install the new fence, which is not desirable in the shoreland zone. Jamie Cole and Beth suggest that the existing fence be retained and that fence slats be installed on the fence down to where the mature cedars are in place in order to provide the desired privacy for the neighbor. This modification would still fall under the 3 year limit in place for this project. By retaining the existing fence, most of the existing vegetation will remain.

Beth then provided some thoughts about the sign ordinance. She asked if standards for the Roberts Street to Winter/Lebanon Street area to reflect special treatment that reflects the historic character of this area. Historic character includes signage:

- set into panel(s) above ground floor windows;
- that reflects a mix that extends across/completely fills the space that extends across most of the frontage of the storefronts;
- maintains existing proportions (long sign vs lower height);
- reflects the current context of signage in the vicinity of the property in terms of materials, compatible colors, and relationship of fore and backgrounds; and
- respects the relationship of size and proportion of signage to the building façade.

These standards should be incorporated in proposed amendment of the standards.

With no further business to discuss, a motion by Lenny Horr and a second by Thom Gagne to adjourn was passed on a vote of 5-0.

Meeting adjourned at 6:58 pm

Respectfully Submitted,

Stephen Cabana, Acting Secretary