



VILLAGE DISTRICT CONSULTANT

DATE: January 10, 2023

APPLICANT: 451 Main Street

CVS

MEETING LOCATION: Town Hall Annex
Back Lower Level Conference Room

RECEIVED

JAN 12 2023

PLANNING & ZONING
COMMISSION

VDC MEMBERS:

(Place check next to those who attended)

☐ M. Ascher

☐ S. Benton

☒ J. Goldfluss

☒ J. Heyman

☒ J. Kinnear

☐ G. Lounsbury

☒ S. Schrager

ALSO PRESENT: Ms. Andrews

APPLICATION: ☐ Special Permit – *New Building* ☐ Site Plan Approval
☐ Special Permit – *Addition* ☒ Sign - Freestanding
☐ Exterior Renovation ☐ Other: _____

ACTION: ☐ VDC recommends design approval as noted
☐ VDC does not recommend design approval
☒ Additional design studies/information requested
☐ Other: _____

COMMENTS, EXCEPTIONS AND/OR RECOMMENDED CONDITIONS

The VDC reviewed the CVS sign application and would suggest that:

- 1) A sign not internally lit would be appropriate on Main Street. There are no internally lit freestanding signs on Main St., and this would be precedent setting.
- 2) The use of "foam stone" would not be appropriate especially so close to a Ballard Park granite wall and the new granite retaining walls at the new entry to the center.
- 3) A 2-sided sign, 12 sq.ft. per side, would be more visible to street traffic.
- 4) We suggest that the additional tenants' names all be the same font and uniform letter size.
- 5) Attached is a photo of the former sign on the site which was much more appropriate for the Village Center, and should be considered for the new sign.
- 6) We request the applicant submit a revised design without artificial stone or internal lighting.

Vote

For approval of recommendations: 4

Against approval of recommendations: 0

BY: John Kinnear

