

# SIGN APPLICATION-TOWN OF ESSEX

Date 11-7-2024 APPLICATION FEE \$100.00 PERMIT # 2024-210  
(includes recording fee) *pd* Appeal Period Expires 11-29-24  
Zoning District RPD-I

Landowner Name: Al Senecal  
Address of Sign Location: 131 Red Pine Circle MAP 072 PARCEL 012 LOT 005

Business Name for Sign: The Pop

Type of Sign: Free Standing (size)                      Façade (size)                       
*see attached dimensions* 15'x15'

Height (from ground level to top of free-standing sign):                     

Applicant's Mailing Address: 376 Coon Hill Rd, Colchester, VT 05446

Phone Number – Home:                      Work:                      Cell: 802-734-1583 Fax:                     

Applicant(s) Signature: *Al Senecal*  
Landowner(s) Signature:                     

### INSTRUCTIONS FOR FILING APPLICATION:

All signage shall adhere to Section 3.10 of the Town of Essex Zoning Regulations. Please refer to the Town's website [www.essexvt.org](http://www.essexvt.org) and type in Zoning Regulations in the search engine, and navigate to Section 3.10 to review the requirements. A hard copy of this section will be provided upon request.

### INSTRUCTIONS FOR FREE-STANDING SIGNS:

- a) Scaled lot plan indicating sign location;
- b) Diagram if sign with information according to the attached sample diagram.

### INSTRUCTIONS FOR FAÇADE SIGNS:

- a) Plan of building façade and sign pursuant to the attached sample plan.

**Note: The Zoning Administrator may require additional information to make a proper evaluation on a case-by-case basis.**

On this 14<sup>th</sup> day of November, 2024, your application was:  approved  denied.

*All signage & it's lighting shall adhere to section 3.10 of Zoning Regulations*  
*SR*

TOWN OF ESSEX  
By: *Sharon Kelley*  
Zoning Administrator

**ANY INTERESTED PERSON MAY APPEAL THE DECISION OF THE ZONING ADMINISTRATOR TO THE ZONING BOARD OF ADJUSTMENT WITHIN 15 DAYS OF PERMIT ISSUANCE. COMMENCING CONSTRUCTION WITHIN THIS 15 DAY APPEAL PERIOD IS PROHIBITED BY LAW.**

## Sharon Kelley

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**From:** Laney Bevill <laney.bevill@gmail.com>  
**Sent:** Wednesday, November 13, 2024 3:28 PM  
**To:** Sharon Kelley  
**Subject:** Re: 131 Red Pine Circle RE: sign permit  
**Attachments:** sign w dims.png

**WARNING:** This email originated from **OUTSIDE** our organization. **STOP & CONSIDER** before responding, clicking on links, or opening attachments.

hey Sharon,  
thank you for the information.  
here is the sign with dimensions.  
the facade of the building is 150' x 25' (3750 s.f.) and our sign is 13'x13' (169 s.f.) = 4.5% of the facade  
thank you  
Laney

On Wed, Nov 13, 2024 at 9:44 AM Sharon Kelley <[skelley@essex.org](mailto:skelley@essex.org)> wrote:

Laney,

The sign application is incomplete as you have not provided the size of the letters; the size of the façade that your business has leased; and whether or not you plan to have lighting for the sign.

The following Regulations may be helpful for your as well (I also attached Chapter 3 of the Regs as an FYI. See Section 3.10-Signage.

Section 3.1 (B)(7) reads, *A sign not to exceed twelve (12) square feet that is placed no more than two (2) weeks prior to and no more than two (2) days following a registered event on parcels where the event is occurring.*

Section 3.10(B)(9) reads, *Temporary signs or banners not exceeding six square feet (6 SF) to be maintained for not more than two (2) weeks, within a twelve-month period, provided the signs are not in the public right-of-way.*

Section 3.10(B)(10) reads, *Retail businesses shall be allowed to have one (1) on-premises portable sign, not to exceed six square feet (6 SF) in area per side and five feet (5') in height. Such signs shall be placed at least five feet (5') from the right-of-way and shall not interfere with motor vehicle circulation or site vision. A business within a shopping center or mall arrangement is allowed to place a sign only near the principal entryway of the business within the width dimensions of the business façade. The sign cannot be placed in a parking lot.*

13ft x 13ft Overall Sign Size



12in

4ft

8in