

Design Advisory Committee
September 8, 2025
5 PM

St. Johnsbury Welcome Center - Conference Room

Members Present: Lorna Higgs, Mary Hughes (remote), Diane Cummings, Ashleigh Moriarty, Gillian Sewake, Sarah Gagne

Approval of Minutes:

Minutes from July 14, 2025 accepted

New Business:

- Smoke & Vape Shop - 378 Railroad Street. Application provided for a sign for new shop. Proposed sign includes the name of the business "Vape N Smoke" and a tag line with a series of words describing their products. There are two different sign designs proposed: 1) an aluminum sign, measuring 36" x 180", with raised PVC letters and 2) a backlit translucent sign on vinyl measuring 36" x 180". Notes regarding each design:
 - 1) Plastic lettering and/or plastic signage is not permitted in the bylaws therefore, a different material should be used for the lettering. Recommendations by the DAC for this sign proposal include removing the tagline as the store name explains what product they are providing. The bylaws state that the sign may only include name, address, function, or activity of the business and therefore the listing of "vape, e-cigarettes, CBD, bong, smoke accessories" should be removed from the sign. The sign should align with the architectural details of the building and therefore fit within the existing entablature on the facade. The color in the sign is not included in the application and will need to be updated before proceeding with a recommendation for approval. In a redesign, consider using a font that is more in keeping with the historic district.
 - 2) Backlit vinyl signs are not permitted in the historic district in the bylaws. This sign is not recommended for approval.
- Gillian will be reaching out to business owners to welcome them to the historic district and inform them of the bylaws that apply in this area.

Old Business:

- Gateway Signs: Gillian updated the DAC that the signs are currently being prepped and installed within the next month.
- Requests on updates from Zoning on the following properties:
 - AT&T sign
 - 1586 Main Street
 - Paddock House 1520 Main St
 - Packard Court
 - Javier Bill's Mexican Restaurant
 - Twisted Roots

- Zoning was not able to attend the DAC meeting this evening to provide updates on the properties listed above. Updates on many of these properties are quite urgent.
- The DAC discussed submitting a complaint form regarding the Paddock House as this project has been stalled for over a year
- Gillian will reach out to Lauren at Javier Bill's regarding their signage
- Some new signs have been installed in town (Fox & Flower, Dead Fox Vintage) without an application. These signs fit within the bylaws for the Design Control District. The business owners will be provided with information on signage requirements and an application for future use.

Other Business:

- Shutters have been removed from a house on Main Street. This may be due to construction but will be monitored.
- The DAC needs one more member on the committee.
- Gillian suggested an FAQ sheet or user friendly resource with abbreviated information and recommendations regarding signage design (colors, font, materials, lighting, etc) to be shared with residents/businesses within the Design Control District.

Meeting Adjourned: 6:10

Next Meeting: October 20, 2025, 5PM at the Welcome Center