

From: Lois Laczko March 30, 2009 11:44:24 AM  
Subject: Design Review Board Minutes 03/10/2009 ADOPTED  
To: SimsburyCT\_DesignMin  
Cc:

ADOPTED

Design Review Board Minutes  
March 10, 2009  
Regular Meeting

I. CALL TO ORDER

Chairman Dahlquist called the meeting to order at 5:10 PM in the Program Room of the Simsbury Public Library. The following members were present: William Gardner, Kevin Gray, Rick Schoenhardt, John Stewart, John Carroll, Anthony Drapelick and Rita Bond. Also present was Hiram Peck, Director of Planning.

II. APPOINTMENT OF ALTERNATES

Chairman Dahlquist appointed Commissioner Carroll in the absence of Commissioner Stephenson and Commissioner Bond in the absence of Commissioner Naccarato.

III. PRESENTATION(s), DISCUSSION AND POSSIBLE VOTE

a. Application of Kevin S. Fillmore, Farms Village Plaza, LLC – Owner, for additional signage on property located at Farms Village Plaza, 244 Farms Village Road. B-2 Zone

Mr. Fillmore stated that this building is perpendicular to Farms Village Road. He stated that his tenants are applying for sandwich board signs, which the Town has been approving. He does not like the look of these signs outside of his building months on end; they are very unattractive. He stated that the tenants feel that they need these signs because they do not get enough exposure with the existing signage on the building.

Mr. Fillmore stated that he is proposing to moving the existing Battiston sign up and put three 24" by 72" signs below it, which would represent one sign for each unit. Also, he stated that additional lighting would be needed; the signs would be externally lit. This lighting would be on a

timer for the building. The lighting that he is proposing would be above the Battiston sign. Mr. Fillmore stated that he is proposing three lighting fixtures on the Battiston sign and two fixtures for each 24" x 72" sign. The total lighting fixtures would be nine.

Regarding the graphics of the sign, Commissioner Gardner stated that the existing Battiston sign is red. He questioned if the proposed signs would be in the same color scheme. Mr. Fillmore stated that the signs for Farms Village are a rainbow of colors. He stated that the same colors scheme should apply to the proposed signs. Commissioner Gardner stated that he feels the proposed signs should be consistent with the Battiston sign.

Chairman Dahlquist questioned if there were any outstanding staff issues. Mr. Peck stated that there were no outstanding issues. The proposed signs comply with the Zoning Regulations.

Commissioner Schoenhardt stated that he does not have a problem with the different colors of the signs, although he would like to see the signs consistent in their shape. He stated that he does have a problem with the composition and the mass of signs in this location. He suggested that the Battiston sign be moved onto the drive-in sign. He stated that if this sign is moved, then the three proposed signs can be shifted to the right and composed better on the building. Mr. Fillmore stated that he has tried putting the Battiston sign in this location, although it would not fit.

Commissioner Bond stated that the signs would look better if the two white signs were not together. Mr. Fillmore stated that he does not want to change the order of the signs because that is not how the tenants are set up. Commissioner Bond stated that because it will be on the side of the building, people will not associate the position of the sign to where the tenant is located within the building.

Commissioner Stewart stated that the three proposed signs be moved higher within the composition; centering them on the windows makes sense. He also suggested changing the Secret Lake Sign to be white letters on a blue background, which would make it read better against the white building. Commissioner Stewart also stated that he feels that nine lights are excessive for this building and that the lighting fixtures do not work well. Mr. Fillmore stated that his electrician is unfortunately telling him that each sign will need at least two lights. He stated that he would prefer one light and will do this if it is possible. Commissioner Stewart stated that one light per sign would be far superior.

Commissioner Stewart made a motion regarding the location and graphics of the sign, that in regards to the graphics of the sign, the Design Review Board feels that the Battiston's sign as shown in Configuration #2, where

the sign is located for the drive-thru, is a preferable location. In addition, 3 additional signs for the tenants are to be also shown as identified on the second scheme whereas the signs are located over the center lines of the windows. In addition, the signs should be raised to a central location between the bottom of the second story and the top of the first story buildings. In addition to graphics, consideration should be given to the Secret Lake Dog Training color scheme to be reverse as in the Gordon Cross Incorporated scheme so that the Tiffany Sales green sign would be located between 2 blue signs. If these 2 are added together, then the Design Review Board finds that this proposal, in its current form, to be generally consistent with the Guidelines for Community Design and recommends approval. Commissioner Schoenhardt seconded the motion, which was approved. Commissioner Drapelick voted in opposition to the motion.

As a design consideration, Chairman Dahlquist stated that the Design Review Board feels that the lighting proposed on this application is overwhelming in terms of its number and size on the front façade of the building and is requesting that the applicant come back to a subsequent meeting of the DRB with an alternative lighting scheme. The DRB would like to accommodate the schedule of the applicant to go to the Zoning Commission, but would respectfully request that the Zoning Commission consider suspending their approval on the lighting until the DRB has had a chance to review and recommend a more appropriate lighting fixture.

#### IV. INFORMAL DISCUSSION

a. Application of Paulo R. Oliveira, Owner, T-Ville Wines & Spirits, 41-45 Main Street. B-1 Zone

Chairman Dahlquist stated that no action will be taken on this application tonight.

Mr. Oliveira stated that he has gone to the Zoning Commission; they approved the expansion of the first floor of this building. He stated that he was told that he is allowed one square foot of signage per one linear foot of frontage. He is still deciding where to put the signage; it may be under the awning or in front for more exposure. Mr. Oliveira stated that the proposed signage will have front lighting or under recessed lighting. Commissioner Schoenhardt stated that if the sign has high quality lettering and construction, that having the lighting on the fascia is more effective.

Commissioner Stewart questioned if both front doors would be functioning as entrances. Mr. Oliveira stated that only one door would be used as the entrance.

Chairman Dahlquist questioned what the colors of the proposed sign would

be. Mr. Oliveira stated that he is still deciding on the colors. He is looking at black and silver or burgundy and gold. Chairman Dahlquist stated that the Board would like to see samples of the colors and materials when the applicant comes back for a formal presentation. He stated that it would also be helpful for the Board to see photographs of the site. Commissioner Carroll stated his concerns regarding internally lit signs in the windows. Mr. Peck stated that although this has been an issue at the current site, the applicant has indicated that this will not be a problem at the new location. He will be in compliance with the Regulations.

Mr. Oliveira questioned if he would be able to put signage on the front door stating his address and hours of operation. Chairman Dahlquist stated that the Board encourages an address for identification purposes.

Chairman Dahlquist questioned if Mr. Oliveira would be painting the building or changing the surface of the building. Mr. Oliveira stated that the overall color of the building would stay the same, although he may repaint the window trim.

Chairman Dahlquist questioned if there would be more than one use in this building. Mr. Oliveira stated that although there are several apartments upstairs, there are no other tenants in the building. No other signage would be needed.

Chairman Dahlquist stated that it would be useful for the Board to have color samples and sample materials that he would be using for the sign. He requested that Mr. Oliveira bring photographs of the site as well to the next meeting.

## V. DISCUSSION

### Planned Area Development Regulation (PAD) Overview

Chairman Dahlquist stated that there will be a joint meeting at 6 p.m. tonight to hear an introductory presentation by Mr. Peck and Attorney DeCrescenzo regarding the PAD Regulation.

Mr. Peck stated that this presentation will be a basic introduction of the structure of the regulation. They will also be answering questions and taking comments. He stated that the Zoning Commission has had three sessions where they have discussed the PAD.

Mr. Peck stated that this PAD regulation is a draft; more clarification is still needed. He stated that after getting feedback from the Land Use Commissions and making revisions, he would like to go to public hearing by June. The Zoning Commission needs to feel comfortable with the draft prior

to the public hearing. Mr. Peck stated that tonight, questions will be answered. He has asked that people submit written comments to him within 1-2 weeks so that he can get those comments to the Zoning Commission in a timely manner.

Mr. Peck stated that this PAD regulation cannot be all things to all people. It needs to have links to all of the Land Use Commissions.

Chairman Dahlquist suggested that members from each Board and Commission get together for a workshop. Mr. Peck stated that it is possible that this is something that the Zoning Commission may recommend doing.

#### VI. CORRESPONDENCE

There was none.

#### VII. STAFF REPORTS

A decision will be made regarding the Charrette process within the next few weeks. The Charrette Subcommittee will be meeting to make the final decisions.

#### VIII. APPROVAL OF MINUTES of February 24, 2009

Chairman Dahlquist made one edit to the minutes.

Commissioner Carroll made a motion to approve the February 24, 2009 minutes as amended. Commissioner Stewart seconded the motion, which was approved. Commissioners Bond, Schoenhardt and Gardner abstained.

#### IX. ADJOURNMENT

Commissioner Gardner made a motion to adjourn the meeting at 5:47 p.m. Commissioner Gray seconded the motion, which was unanimously approved.