

From: Lois Laczko May 7, 2010 11:30:41 AM
Subject: Design Review Board Minutes 04/13/2010 ADOPTED
To: SimsburyCT_DesignMin
Cc:

ADOPTED

Design Review Board Minutes
April 13, 2010
Regular Meeting

I. CALL TO ORDER

Chairman Dahlquist called the meeting to order at 5:30 PM in the Main Meeting Room of the Simsbury Town Offices. The following members were present: Kevin Gray, Rick Schoenhardt, Charles Stephenson, Rita Bond, John Stewart, and John Carroll. Also present was Howard Beach, Zoning Enforcement Officer.

II. APPOINTMENT OF ALTERNATES

Chairman Dahlquist appointed Commissioners Bond and Carroll to serve in the absence of Commissioners Gardner and Naccarato.

III. PRESENTATION(s), DISCUSSION AND POSSIBLE VOTE

a. Application of Agnoli Sign Co., Inc., Agent, Simsbury Commons North EA, LLC., Owners, for Signage (Stop & Shop Supermarket, Tenant) 498 Bushy Hill Road, West Simsbury, B-3 Zone

Mr. Agnoli stated that Stop & Shop would like to request a sign change. The Company would like to change over all of their signs to new graphics. He stated that the existing signage on the store is 320 s.f.; they are now requesting 342 s.f. of signage. They will be removing the placard signs, and would like to replace them with new signage with a logo and "Stop & Shop". Mr. Agnoli stated that these would be reversed halo lit letters. The only light would splash against the building. All of the lighting is LED lights, which are very efficient. They will not be using any neon lighting. He stated that all other signage along the building is cut out letters, which are 3/8th thick. There will be no illumination on these letters. Regarding the existing pylons, they would like to replace the existing panels; a one for one replacement for what is currently there.

Chairman Dahlquist questioned if all of the signs would be matching. Mr. Agnoli stated that they would match. They would all have the same white background.

Commissioner Stewart questioned if the word "welcome" is a sign. Mr. Agnoli stated that this is under the soffit. There is currently a sign there that states, "Welcome to Stop & Shop". This will be replaced with only, "Welcome". The lettering for this will be a sign panel with raised lettering.

Commissioner Gray questioned if there would be any signage for the bottle area. Mr. Agnoli stated that he does not believe this will change. There may be small signage for that area, which would just be to designate where the bottle area is located. Mr. Beach stated that signage for the bottle area is not listed on the chart that was submitted by the applicant.

Regarding the smaller signage on the main building, Chairman Dahlquist stated that this Board does not allow advertising on signage. "Low prices" and "Great food" may be considered as advertising. Mr. Agnoli stated that this is the company's signage that they will be using for every store. They are not illuminated and they are much smaller lettering than the other signage on the building. These letters also help to fill in the store front to make it more balanced. Commissioner Carroll stated that given the location and distance back from the street and given the scale of the building, the additional small signage does give help to the façade, although he does understand the advertising issue. Commissioner Bond stated that she sees this wording as a graphic element. Chairman Dahlquist stated that allowing this would be breaking a precedent.

Commissioner Gray stated that he feels these words are advertising. Commissioner Stewart stated that he does not have objection to this wording, although he feels that "Low prices" and "Great food" should be in script. Graphically, they should not be there, although changing this to script and centered with the Stop & Shop sign would make them stronger. If this cannot be done, he feels that these words should be taken off.

Mr. Agnoli stated that the lettering and logo are part of a package for Stop & Shop. He stated that they will go without something before changing any wording to script.

Commissioner Stephenson stated that it is clearly stated in the Guidelines that no advertising on signage be approved. This Board should not break a precedent. There was a consensus on the Board that this signage would be considered advertising.

Commissioner Stephenson made the motion that, regarding the application of Agnoli Sign Co., Inc., Agent, Simsbury Commons North EA, LLC., Owners, for Signage (Stop & Shop Supermarket, Tenant) 498 Bushy Hill Road, West Simsbury, the following referral be made to the Zoning Commission: the Design Review Board finds this application to be generally consistent with the Guidelines for Community Design and recommends approval pending the following based upon Drawing of the Façade Rendering for Store #607 dated 3/9/10, revised 3/19/10 – that modification(s) be made to this application to more closely align with the intent and principles of the Guidelines for Community Design as noted herein: 1) that on the proposed façade, the four words, “low prices” and “great food” will be removed. We refer to the Design Guidelines, General Standards, Signage, Page 31, Item 1, “Do not use advertising and business slogans. Signs may include information describing products sold or services provided.” Commissioner Schoenhardt seconded the motion, which was unanimously approved.

b. Application of Gerard G. Toner, Applicant, Town of Simsbury, Owner, for signage at Simsbury Farms property (Attilio’s Restaurant), 100 Old Farms Road. R-40 Zone

Mr. Toner stated that Attilio has operated this restaurant at Simsbury Farms for the past five years. He is requesting two signs. He would like to place one sign at the restaurant entrance to better identify the entry area. He would like to place the second sign down at the entrance to Simsbury Farms. Mr. Toner stated that Attilio is not committed to any certain location for this second sign, but would like to identify that this restaurant is in the complex.

Chairman Dahlquist stated that the proposed sign is 24” x 72”.

Chairman Dahlquist questioned if the applicant would like to mount this proposed sign on the existing Simsbury Farms sign. Attilio stated that he is flexible regarding the location. Chairman Dahlquist stated that it may look good under the existing sign. Mr. Toner stated that the existing sign may need to be raised in order to do this.

Commissioner Schoenhardt stated that he is in favor of both signs. He asked if the restaurant would be open year round. Attilio stated that he would be open year round.

The Board members discussed where this second sign could go on the existing Simsbury Farms sign. There are Zoning regulations that would need to be adhered to. The existing sign may need to be raised if this proposed sign is to go under the existing sign. After a short discussion, the Board members agreed that the proposed sign would look best raised above the existing Simsbury Farms sign.

Commissioner Carroll questioned if the colors of the proposed sign would match the colors on the existing Simsbury Farms sign. Attilio stated that the proposed sign will match the existing sign. Regarding the proposed sign for the building, he stated that the pillars and trim would be green. Commissioner Stewart questioned why both signs were different colors. Attilio stated that he thought the Design Review Board would like this better. He stated that he would be fine with changing these colors. Commissioner Stewart stated that both signs should relate to each other. Attilio stated that he would prefer the green color for both signs.

Commissioner Stephenson stated that he does not feel that both signs need to match in color. Commissioner Gray agreed.

Chairman Dahlquist questioned if there was any lighting proposed with this signage. Mr. Toner stated that there was no lighting being proposed.

Commissioner Schoenhardt made the motion that, regarding the application of Gerard G. Toner, Applicant, Town of Simsbury, Owner, for signage at Simsbury Farms property (Attilio's Restaurant), 100 Old Farms Road, the following referral be made to the Zoning Commission: the Design Review Board finds this application to be generally consistent with the Guidelines for Community Design and recommends approval pending the following based upon the drawing submitted with a date of 4/5/2010 as designed by the Canton Sign Shop which describes the two signs, one to be located atop the Simsbury Farms roadside sign and the other attached to the building – that modification(s) be made to this application to more closely align with the intent and principles of the Guidelines for Community Design as noted herein: 1) the sign attached to the Simsbury Farms sign be elevated approximately 4" – 6" above the base sign so it appears to be floating above the main Simsbury Farm sign. Commissioner Stewart seconded the motion, which was unanimously approved.

IV. DISCUSSION

Town Center Form-Based Code Content

Chairman Dahlquist stated that the last meeting was a joint meeting with Code Studio. Commissioner Carroll stated that he feels the Code that was presented is quite clear and very well done.

Chairman Dahlquist stated that he did not see anything that was left out of the Code. He stated that it will be interesting to see how this will work as a document in the Town Center. Code Studio will be back to Simsbury again in April.

Commissioner Carroll questioned if the Design Review Board would be making design guidelines for each of the four zones. If so, they need to start working on this or at least state that they expect these four zones will look different so the guidelines will be different. Commissioner Gray stated that he is not sure if the four zones will or should look different. Chairman Dahlquist stated that there are distinct uses identified in the Town Center. He feels that the guidelines should be a building type in these four areas.

Status of the Incentive Housing Zone Study

Chairman Dahlquist stated that the latest draft from Concord Square is dated February 19, 2010. Some design standards were put in that was thought to be appropriate.

Chairman Dahlquist stated that part of the Incentive Housing Zone is for mixed use. Mr. Beach stated that he is not sure how the State will proceed; there is currently no funding for this program.

V. CORRESPONDENCE

There were none.

VI. STAFF REPORT

There were none.

VII. APPROVAL OF MINUTES of March 9, 2010

Several edits were made to the minutes.

Commissioner Schoenhardt made a motion to approve the March 9, 2010 minutes as amended. Commissioner Carroll seconded the motion, which was approved. Commissioner Stephenson abstained.

VIII. ADJOURNMENT

Commissioner Stephenson made a motion to adjourn the meeting at 6:30 p.m. Commissioner Bond seconded the motion, which was unanimously approved.