

From: Carrie Vibert October 3, 2012 3:22:51 PM
Subject: Design Review Board Minutes 09/25/2012 DRAFT
To: SimsburyCT_DesignMin
Cc:

DESIGN REVIEW BOARD MINUTES
SEPTEMBER 25, 2012
REGULAR MEETING

I. CALL TO ORDER

Emil Dahlquist, Chairman, called the Design Review Board (DRB) meeting to order at 5:33 p.m. in the Main Meeting Room of the Simsbury Town Offices. The following members were present: John Carroll, Anthony Drapelick, William Gardner, Kevin E. Gray, Rick Schoenhardt, and Rita Bond. Also in attendance were Hiram Peck, Director of Planning, Janis Prifti, Clerk, and other interested parties.

II. APPOINTMENT OF ALTERNATES

Chairman Dahlquist appointed Commissioner Carroll to serve as an alternate for Charles Stephenson and Commissioner Drapelick to serve as an alternate for John Stewart.

III. PRESENTATION(s), DISCUSSION AND POSSIBLE VOTE

1. Application #12-24 of Robert Kuszpa, Agent for Steven Walker, Owner, for a Sign Permit for the Uniform Sign Plan for Drake Hill Mall on the property located at 710 Hopmeadow Street (Map G10, Block 227, Lots 001 +2). Zone SCZA.

Robert Kuszpa presented Webster Bank's portion of signage for the plaza. He provided copies of what was originally presented to the Commission in June and the current sign package. He said the building sign letters have been reduced to 18 inches tall and the circle to 26 inches tall, but otherwise the sign is the same with halo lighting reducing light pollution and blue letters on white background. He said the Drake Hill Hopmeadow elevation only has a logo on the canopy over the drive thru in the rear east elevation which is visible driving north on Hopmeadow. He said the existing monument shared with Coldwell in front will be reused changing only the face. He said directional signs to the drive thru are less than 2 sq. ft., which is less than allowed and has no logos or advertising. He

provided a detailed site plan indicating plaza traffic flow. He said remaining signs are for clearance, do not enter, open/close for the drive thru, and a Webster sign built into the ATM.

Mr. Kuszpa said calculating 15% of the building facade allowed by Code provides 120 sq. ft. for signage and they are only asking for 62 sq. ft. Regarding the allowable sign area calculations from June, he said there were errors and using 15% provides 1400 sq. ft. and they are asking for 638 sq. ft. total. He noted "Way Mall" should be "Mall Way" on the sheets provided. Mr. Peck said typically the 1st floor height x the building facade width is used and this signage is well within those limitations.

Mr. Peck clarified this approval request is only for Webster Bank's signage. He noted there are actually 2 separate lots.

Chairman Dahlquist reviewed the signage areas, including: 1) the Webster Bank sign letters on the building have been reduced and do not crowd the fascia border; 2) the Hopmeadow and Drake Hill signage above the entrance on Sheet 2 of 3; 3) the canopy above the drive thru using the logo; 4) the free-standing sign at Hopmeadow adds the bank name; and 5) the directional signs at the canopy, including clearance, identification for passage, open/closed, and do not enter.

Mr. Kuszpa will accurately re-number the Application pages after this briefing.

Commissioner Schoenhardt made a motion regarding the Application of Webster Bank, as described in the Notice of Meeting Application #12-24, we believe this is consistent with the intent of the Guidelines for Community Design and recommend approval because it is substantially consistent with those Guidelines, as presented to the Commission in documents dated 7/2/2012 consisting of 16 detail sheets, together with a calculation document of a united Sign Plan revised 9/24/2012 and a Site Plan dated 9/24/2012.

Commissioner Drapelick seconded the motion.

Chairman Dahlquist stated the Commission's understanding this approval is only for Webster Bank and Steve Walker will be back with the remaining signs.

The motion was passed unanimously.

2. Application #12-36 of Michael J. Cassetta, Owner, for a Site Plan Amendment for a BurgerFi Restaurant on property located at 530R Bushy Hill Road (Map B20, Block 508, Lot 002A). Zone B3.

Michael Cassetta provided revised facade renderings for the proposed BurgerFi Restaurant in Avon Marketplace. He also provided day and night photos of the shopping center demonstrating the distance and visibility from the road. He introduced Melinda Olowski of Halcyon Architects.

Ms. Olowski said they reduced the amount of proposed metal siding for the facade keeping a standing seam metal canopy over the entrances. She said most of the doors are sliding and can be opened during nice weather. She said the canopy is tied back with industrial looking metal ties back to the existing brick facade and the proposed sign is mounted at the center front of the canopy. She provided the Commissioners with additional information on the metal panel, lighting fixtures, and sign. She clarified the canopy standing seam metal is shallow with a 3-4 pitch. She obtained additional building information from the architect and they propose leaving the metal base and have pulled the metal siding down with the canopy playing off the horizontal readings on the rest of the facade.

Regarding the side elevation, she provided it to the Town offices and did not have a copy on hand. She said the siding wraps around about 14 feet with a small patio and additional exit door on the side of the building; there is no canopy on the side and the contrasting brick color is incorporated. She said the building side faces a non-developed area with the grade providing easier roof access for the Fire Department.

Regarding internally lit canopy signage, Mr. Cassetta said the current building signs are not visible from the road. Ms. Olowski said the building canopy extends 6 feet and is the same green material as currently; there will be tables out there in summer. Chairman Dahlquist noted the long-standing regulation regarding internally lit signs. Ms. Olowski felt a linear high-intensity light shining up at the canopy would not work well enough and the internally lit sign will be visible from the road. Mr. Cassetta pointed out Avon Marketplace does not have room for them to put a sign in front and Simsbury Common's sign doesn't work because they are not in Simsbury Common. Ms. Olowski said in keeping cohesiveness to the overall facade, maintaining the green color theme is helpful. She clarified there is no seating around the side of the patio.

Regarding the light locations, Ms. Olowski said a light is mounted under the canopy at center and 3rd-point locations and wall mounted on the metal siding and is an industrial-type fixture with a maximum 150 watt incandescent lamp.

Mr. Cassetta said there will be a sidewalk to the exterior patio exit door and there will be 2 additional fixtures in the side wraparound. Ms. Olowski said there is no room for tables in this patio area and it is not

an area for congregation, but rather leads to the back parking lot. Mr. Cassetta said the BurgerFi sign and the logo will be lit. The Commissioners commented positively on the changes to incorporate the original building design while maintaining an edgy look.

Regarding protecting the front area in conformance with the alcohol license, Mr. Cassetta said there will be a fence and some plantings enclosing the area. He said the landlord will provide a black estate fence and landscaping, probably 3-4 feet high with vertical balusters.

Commissioner Schoenhardt made a motion to refer to the Zoning Commission the Application #12-36 of Michael Cassetta for a Site Plan Amendment for BurgerFi Restaurant as presented to us this night with a rendering titled Building Elevation dated 9/25/2012, and we make this recommendation as being substantially consistent with the intent and principles of the Guidelines for Community Design and recommend one exception be given for there to be an internally lit sign in consideration of the particular location as part of the Avon Marketplace.

Commissioner Drapelick seconded the motion, and it was approved unanimously.

Chairman Dahlquist stated the strong feeling of the Design Review Board that an exception to the externally lit sign requirements in the Zoning Regulations be waived in this case given the location adjacent to Avon Marketplace buildings and other substantial retail development in the area. The Commissioners felt an exception could be made in this case due to the distance from Rte. 44 and the location of the building behind the regular Avon Marketplace; therefore, identification is going to be important for this particular business with the internally lit sign being a good way to achieve that goal. Chairman Dahlquist expressed the Design Review Board's appreciation to the Applicant for coming in for an initial informal review, and listening to and responding to the Board's comments. The Board appreciated that partnership in working this out and wished them all the success in the world.

IV. DISCUSSION

Commissioner Carroll saw the SCTV Big Y presentation to the Economic Development Commission and the presenter was talking about changing the facade of the building but declined to return to the DRB. Mr. Peck said he continues talking with them about the changes, and it was just a Zoning Commission site plan approval with the newspaper report in error. The Commissioners noted various area Stop and Shops, CVSs and other businesses that have made desirable design changes to satisfy requirements of communities where they want to have stores.

Regarding Noré Winter's work, Mr. Peck said he does not yet have a specific time frame. He said the meetings will be in the Library with the Commission meeting in a smaller room. He will notify the Commissioners as soon as he knows the meeting date and times.

Mr. Peck has begun working with the Zoning Commission on revising Town sign regulations to make them clearer. He will ask for the Commission's comments before it goes to public hearing. He is also trying to integrate Town Center regulations with Town sign regulations; some business owners are concerned signs are not large enough, but he is reluctant to open the Code for any changes that are not absolutely necessary. Chairman Dahlquist noted many building setbacks are right off the sidewalk and the distinction between what does and does not work is needed. Mr. Peck said nothing can be done before November.

V. CORRESPONDENCE

None.

VI. APPROVAL OF MINUTES of September 4, 2012

Commissioner Schoenhardt made a motion to approve the September 4, 2012, Meeting Minutes as written.

Commissioner Gardner seconded the motion, and it was passed with Commissioner Carroll abstaining.

VII. ADJOURNMENT

Commissioner Gardner made a motion to adjourn the meeting at 7:38 p.m. Commissioner Drapelick seconded the motion, and it was passed unanimously.

Kevin E. Gray, Secretary