

From: Lois Laczko February 28, 2011 11:14:31 AM
Subject: Design Review Board Minutes 01/11/2011 ADOPTED
To: SimsburyCT_DesignMin
Cc:

ADOPTED

Design Review Board Minutes
January 11, 2011
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, Rita Bond, William Gardner, John Stewart, John Carroll, Charles Stephenson and Anthony Drapelick. Also present was Hiram Peck, Director of Planning.

II. APPOINTMENT OF ALTERNATES

Chairman Dahlquist appointed Commissioner Bond to serve in the absence of Commissioner Naccarato and Commissioner Drapelick to serve in the absence of Commissioner Schoenhardt.

III. PRESENTATION(s), DISCUSSION AND POSSIBLE VOTE

a. Application of Steve Walker, GPF Drake Hill LLC, Owner, Bill Hellmann, State Permits, Inc., Agent, for Window Graphic Signage for the CVS store front windows on property located at Drake Hill Plaza, 710 – 716 Hopmeadow Street. SCZA ZONE

Mr. Krawiecki, representing CVS, stated that they would like graphics for their store windows. He stated that they would like two tier graphics; one is applied on the glass and the other is applied on the back of the interior existing store front fixtures. They are proposing to put up pictures of historic New England on the fixtures and CVS Pharmacy graphics on the windows. Mr. Krawiecki stated that there is an option of red or white dots on the Pharmacy graphics.

Commissioner Gray questioned what the intent of the dots is. Mr. Krawiecki stated that this is a design concept that CVS does on their other stores.

Commissioner Gray stated that he feels the pictures of New England show that CVS is distant and not local. He suggested using pictures of Simsbury.

Commissioner Stewart stated that he agrees with Commissioner Gray. He feels that it would send a stronger message if the photographs were of Simsbury. He also questioned why they are only proposing five of the seven window panels to have photographs. Mr. Krawiecki stated that he believes the reason is because of the percentage of the window coverage; this is a zoning limitation.

Commissioner Bond stated that she does not think the graphics read well, although the photographs are fine. She also suggested eliminating the dots. The Board members agreed.

Regarding the CVS logo, Commissioner Stephenson stated that, although there is redundancy, he would not argue against this proposed sign. He stated his concern that if there was another occupant in this location or if CVS did a major redesign so that the console was taken out from behind the window, the approval of this random sign in a rather strange location could be there forever. Commissioner Gray suggested this proposed sign be located on the door. Chairman Dahlquist suggested that this sign could also be relocated to on the fixture photographs.

Regarding the graphics, there was a consensus from the Board members that the photographs should be of Simsbury. Commissioner Carroll suggested having a contest for local photographs who could submit pictures of the community. Mr. Krawiecki stated that he will pass this suggestion to Corporate. Commissioner Carroll stated that the Design Review Board deals with the concept of branding and how this fits into the general architecture of the community. He stated that that this Board makes comments about making branding more appropriate for Simsbury.

Chairman Dahlquist questioned if there would be any lighting associated with this application. Mr. Krawiecki stated that there is no lighting being proposed.

Chairman Dahlquist reviewed the Design Review Board checklist with the Board members.

Commissioner Gray made a motion that, regarding the application of Steve Walker, GPF Drake Hill LLC, Owner, Bill Hellmann, State Permits, Inc., Agent, for Window Graphic Signage for the CVS store front windows on property located at Drake Hill Plaza, 710 – 716 Hopmeadow Street, the following referral be made to the Zoning Commission: the Design Review Board has reviewed this application for its merits with respect to the

signage and finds this application generally consistent with the Guidelines for Community Design and recommends approval with the following recommendations: that the colored dots, white or red, not be included; that the photographs be of Simsbury and not regional New England photographs; and that the CVS Pharmacy sign not be included in the front window. Commissioner Carroll seconded the motion, which was approved. Commissioner Drapelick voted in opposition to the motion.

IV. DISCUSSION

Simsbury Meadows Barn

Commissioner Gray stated that there was a discussion and a recommendation made at the last meeting. The Board members agreed that the Simsbury Meadow Barn have red vertical siding.

Simsbury Center Code Revisions

Mr. Peck stated that all of the revisions have gone back to Code Studio. The revised Code will be sent back to Simsbury by the end of the week, which will be circulated to the Boards and Commission as well as put on the Town's website.

Mr. Peck stated that the road that went through the St. Mary's property has been eliminated. A lot of time was spent on the Administrative section of the Code as well. A flowchart was developed for the Zoning Commission. The process remains the same with the exception that projects 25,000 or under, if they conform to the Regulations and if they receive a recommendation for approval from the Design Review Board, they will be put on the Consent Agenda.

Mr. Peck stated that the consultant will be coming back to Simsbury at some point in order to make a presentation on the final Code.

CRCOG Route 10 Charrette scope and schedule

Mr. Peck stated that there is a great deal of information on the CRCOG website from the kick-off meeting. He stated that there will also be a session on SCTV explaining how the study is proposed to work; what the scope is; and what is expect to come out of the study. Also, there will be an outreach to a variety of Townspeople to be on the stakeholder groups. There will be four groups, which will consist of the Northern Gateway area; Town Center area; Weatogue area; and Southern Gateway area. Property owners, business owners, residents and other ADHOC groups will belong to these groups.

Commissioner Drapelick questioned how input from traffic users will be received. Mr. Peck stated that the State DOT is participating in this study, as well as CT Ride Share, CT Transit; and commuter and bicycle groups.

Mr. Peck stated that there is no intent to pre-determine anything regarding this study prior to getting into the Charrette process. This will not be like the Charrette that Simsbury had last year; this will be more of a corridor study.

Mr. Peck stated that he believes the products of this study will be typical corridor study drawings. He stated that there is an extremely tight budget for this study.

Future projects pending review

Mr. Peck stated that the Hop Brook project was filed. They have added elevators to some of the buildings. Accommodations were also made for the abutting neighbors. He stated that the applicant will be back with the final Site Plan in February.

V. CORRESPONDENCE

There were none.

VI. STAFF REPORTS

There were none.

VII. APPROVAL OF MINUTES of December 14, 2010

Commissioner Gray made a motion to approve the December 14, 2010 minutes as written. Commissioner Bond seconded the motion, which was approved. Commissioners Dahlquist and Stephenson abstained.

VIII. ADJOURNMENT

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