

From: Carrie Vibert October 3, 2012 3:24:30 PM
Subject: Design Review Board Minutes 09/04/2012 ADOPTED
To: SimsburyCT_DesignMin
Cc:

DESIGN REVIEW BOARD ADOPTED MINUTES
SEPTEMBER 4, 2012
SPECIAL MEETING

I. CALL TO ORDER

Emil Dahlquist, Chairman, called the Design Review Board (DRB) meeting to order at 5:30 p.m. in the Board of Education Conference Room of the Simsbury Town Offices. The following members were present: Anthony Drapelick, William Gardner, Kevin E. Gray, Charles Stephenson, Rick Schoenhardt, Rita Bond and Mark Naccarato. Also in attendance were Hiram Peck, Director of Planning, and other interested parties.

II. APPOINTMENT OF ALTERNATES

Chairman Dahlquist appointed Commissioner Drapelick to serve as an alternate for John Stewart.

III. PRESENTATION(S), DISCUSSION AND POSSIBLE VOTE

1. Application #12-31 of Nadir Lamaj, Owner, for a Sign Permit for a freestanding sign on the property located at 244 Farms Village Road (Map C10, Block 418, Lot 016). Zone B3.

Mr. Lamaj stated he wanted to take the name of the plaza out leaving the plaza number at the top and inserting his tenants' names. He said the sign will be 32 sq. ft. and placed 3-4 feet higher at 10 feet on taller poles; the color will be the same white and black in the same style. He said he will put in new plant material and will remove the sign on the side of the building which Commissioner Schoenhardt stated is a good change. Mr. Lamaj said existing sign lighting remains the same. Chairman Dahlquist stated normally the Commission receives a site plan before making a recommendation. Comparing letter size, Mr. Lamaj said it will be smaller than currently. He said there are 12 tenants in the buildings, and letter size height will be 5 inches tall; the sign is about 30 feet off the road, will be double sided, and remain parallel to the road. Commissioners Drapelick and Schoenhardt said the sign is among over-grown junipers and if

growth were reduced the sign could be lowered, but if the growth remains raising the sign is okay. The Commissioners agreed that with existing signage removed from the building, the taller sign is acceptable and of consistent character and scale to the neighborhood.

Commissioner Gray made a motion for referral to the Zoning Commission that the Design Review Board finds this Application substantially consistent with the intent and principles of the Guidelines for Community Design and recommends approval with the understanding the sign will be in the existing location using existing lighting and the landscaping will be replaced using plants of multi-seasonal interest.

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

2. Application #12-33 of Thomas R. Evans, Owner, for a Sign Permit for 2 signs for "Live Every Day" on property located at 138 Hopmeadow Street (Map F18, Block 154, Lots 007A+8A). Zone B-1.

Mr. Candrol ? co-owner, said the Application is for 2 signs: 1 free-standing near the road, and 1 on the building. He provided a copy of the logo showing colors and sizing of what would be on the building between the 1st and 2nd floor windows; the sign is 120 inches wide by 28 inches high. Mr. Evans said they use canister lighting on the building and at the street match Dunkin Donuts style pulled back 10 feet from the street low profile 4 feet 4 inches tall with brick veneer to match the chimney on the base and the sign will be 77x38; the site plan was submitted to Zoning. They said the sign is identical to Dunkin Donuts and utilizes white azac sign board and raised lettering in color; they provided a photo of Dunkin's sign. Mr. Peck said 10 feet is more than the required setback, and the issue has more to do with the site line. They said the sign color is white with black lettering and 2 shades of green on the tree. Regarding the building sign, Chairman Dahlquist stated it was approved at a previous meeting. The Commissioners noted excessive advertising is discouraged and suggested deleting both the line, "Established 2007" and the phone number; signs can provide information on services provided.

Regarding redundancy of a sign at the road and on the building, the Applicants said it is necessary to help people see the sign as they are driving in order to turn in and also to differentiate from Dunkin's location. The Commissioners discussed the alternative of putting a sign above the entry once traffic turns in, rather than on the side of the building since there is a monument sign. Regarding the character of the sign, the Commissioners suggested staying with the current style. The Applicants stated they want the sign to look sleek and professional.

Regarding the landscaping plan for the monument sign, the Applicants stated it will be similar to Dunkin's with 2 small profile lights on grass.

Commissioner Stephenson made a motion for referral to the Zoning Commission that the Design Review Board finds this Application substantially consistent with the intent and principles of the Guidelines for Community Design and recommends approval pending the following:

That modifications be made to this Application to more closely align with the intent and principles of the Guidelines for Community Design, specifically:

- 1) That on both signs, the text "Established 2007" will be removed; and
- 2) On the monument sign, the telephone number will be removed.

Commissioner Gray seconded the motion, and it was approved with two Commissioners opposed.

IV. INFORMAL DISCUSSION

1. Informal presentation by BurgerFi for the design of their pending restaurant in the Avon Marketplace

Mike Cassetta said the BurgerFi concept began in Florida where 8 stores are open and this is the first for Connecticut. He presented information on 3 existing stores with before and after pictures. Architect Melinda Alaski presented information on the proposed Simsbury location. She said BurgerFi is an upscale casual restaurant serving all-natural veggie burgers, beer and wine with an urban hip look to the facade. She provided a sample of metal siding along the front elevation with a 5-inch reveal which wraps 20 feet around the sides; a 6-foot metal canopy runs the entire length of the openings and projects 6 feet from the building front serving to protect the entrance. She said center doors are all weather, while secondary anodized aluminum doors will be open during nice weather and the exterior dining space melds with the interior dining space. She showed the proposed 40 ft. sq. sign 2 ft. tall x 20 feet long which is also BurgerFi's corporate sign.

Regarding the side elevation, she did not have an updated one but showed an example of how traffic flows in/out freely. She showed a photo of an internally lit BurgerFi sign at night. She said they would cover the existing brick with the store front. Regarding signage, Mr. Cassetta said they are 400-500 feet from the road with no sign allowed at the road, so they believe an internally illuminated sign is necessary. He said when they began pursuing this property the other signs at Avon Marketplace were

internally illuminated, but they then found there is a split between the Avon and Simsbury properties; Chairman Dahlquist said it is a Zoning issue. Regarding exceptions, Mr. Peck did not know of any but would have to see specs first and it may be possible to nicely increase visibility for this business. The Commissioners acknowledged the unusual situation of the town lines and if other signage is internally lit may be in favor of continuing that. However, the Commissioners suggested being responsive to the existing building allowing cornice, roof, and fascia detail to carry through with better integration of the modern feel; there may be other ways to handle the canopy and maintain the building. Mr. Cassetta said the metal siding and canopy are their branding and he would have to talk to the franchisor. Ms. Alaski said the interior motif of the restaurant picks up the modern look of the exterior and they may be able to modify the facade to work with the building. Commissioner Stephenson noted on pg. 26 of the Guidelines are 6 bullet points including: limit the number of materials on the exterior building elevation to avoid visual overload; and coordinate all exterior elevations of the building color materials, architectural form and detailing to achieve continuity. He said there are numerous branding examples in Town where entities, e.g. Starbucks, depart from their corporate image to fit into Town Guidelines.

Chairman Dahlquist noted this is an informal presentation and comments are offered constructively, so the Applicant can decide how to come forward formally. The Commissioners discussed various aspects of the proposal regarding proximity to the Avon location. Mr. Peck suggested considering how to tie the two building aspects together. Ms. Alaski said currently there is a lot of thought in retail for having different facades and looks comprising a village marketplace and believes the Marketplace architects are supportive of BurgerFi's look. Mr. Cassetta confirmed there would be outside dining at umbrella'd plastic tables and interior tables are composed of recycled metal. Regarding the possibility of alternative metal siding, Mr. Cassetta showed examples of other siding used at other locations. Commissioner Schoenhardt suggested continuing the brick, color, and texture in a band to the end and down in a column so that it appears to be an insert. Commissioner Gray noted the Guidelines call for using natural materials in traditional application and avoiding wherever possible the use of aluminum or vinyl siding. Commissioner Stephenson asked whether the smooth silver look used in Florida achieves the Franchisor's look and may work as the suggested insert while maintaining the original building's continuity. Mr. Cassetta would have to talk to the Franchisor for approval of that look. Ms. Alaski added that may be more interesting. Mr. Cassetta said the floor is gray, polished concrete. Chairman Dahlquist noted Zoning may require a backlit sign.

Mr. Cassetta said the meat used is from grass fed animals with no hormones or steroids, a Kobe beef hot dog, natural soda, etc. with a 1950's-60's

restaurant look. Regarding the boldness of the design, Commissioner Drapelick said the requirements of Town Center are not needed for this commercial area. The Commissioners requested receiving next time a side elevation and better photos emphasizing roof structure.

2. Informal presentation by Michael Ryan for the design of a sign for St. Bernard's Catholic Church

Mr. Ryan from Troop 175 in Simsbury said he has been working with a sign designer and said the sign will be about as wide as currently and in the same location; they would change the posts to vinyl or brick because the posts are rotted. He said the sign is 61 inches at the top; clearance to the bottom is 19 inches. Regarding graphics, he said it will be a carved double-sided polyurethane sign about 2 inches thick; St. Bernard's has white clapboard. He said there is a solar panel with 2 lights attached which will continue to be used. He said they may use the same post fasteners or the sign designer will help him get new ones the same color as the church doors. Regarding column size, he said they would replicate the existing columns; he is fundraising for about \$2500.

Commissioner Stephenson made a motion to move this informal presentation by Michael Ryan for St. Bernard's Catholic Church to a formal presentation status. Commissioner Drapelick seconded the motion, and it was passed unanimously.

Commissioner Stephenson made a motion for referral to the Zoning Commission that the Design Review Board finds this Application substantially consistent with the intent and principles of the Guidelines for Community Design and recommends approval with the understanding that the posts supporting the sign will be either white vinyl or 8-inch square stone pillars of dimensions similar to those on the presentation drawing. Commissioner Drapelick seconded the motion, and it was passed unanimously.

V. APPROVAL OF MINUTES of July 24, 2012 Meeting

Commissioner Gray made a motion to approve the July 24, 2012, Meeting Minutes as written. Commissioner Stephenson seconded the motion, and it was passed with Commissioner Schoenhardt abstaining.

VI. ADJOURNMENT

Commissioner Gray made a motion to adjourn the meeting at 7:08 p.m. Commissioner Gardner seconded the motion, and it was passed unanimously.

Kevin E. Gray, Secretary