



Town of Simsbury

933 HOPMEADOW STREET

P.O. BOX 495

SIMSBURY, CONNECTICUT 06070

Office of Community Planning and Development

Staff Report

March 12, 2014

To: Hiram Peck AICP, Director of Planning

From: Michael Glidden CFM CZEO, Code Compliance Officer

Re: 530R Bushy Hill Rd; proposed signage

The applicant has revised the signage proposal for the above noted property. The sign will not be internally lit. The proposed signage appears to match existing signage. The applicant has proposed the signage to be lit by a reverse halo lighting system which is consistent to details on the unified sign plan for the plaza (see attached detail sheet from unified sign plan).

Should the commission look to approve the application, it is a recommendation that the revision date of the new sign package be included in any motions. This should prevent any potential for confusion or changes at the time of the signs installation.

AVON MARKETPLACE
BUILDING SIGNAGE PROGRAM FOR SIMSBURY TENANTS

- A. This Program is for signs for individual tenants that will be mounted on the building.
1. Area of allowed signage per tenant shall be 1 square per linear foot of frontage facing Rt. 44.
 2. Sign area per tenant shall conform to Town of Simsbury applicable zoning ordinance.
 3. Signs shall conform to the following:
 - a. Signage may take up to a maximum of 3'-6" on fascia.
 - b. Maximum height of letters to be 2'-0" unless otherwise noted.
 - c. Allocated sign area per tenant will be used only on the areas shown on this drawing.
 - d. Sign shall be centered horizontally on the center of the brick of the sign band.
 - e. Signage on building shall be made up to be individual letters that will be mounted individually to the sign band fascia on the building.
 - f. Letters shall be made up from a three dimension box frame, painted/finished metal or other approved materials at the front and sides with all joints sealed as to not let light leak thru. Front face shall be opaque so that when it is lit from within it will display a uniform light level against the wall behind.
 - g. Logos shall use the same criteria as signs for construction, size, location, mounting, etc., and must be individually approved by the Owner and the town. No more than 25% of the actual sign area shall be used for a Logo.
 - h. Excessively bright, glaring, vibrating colors will not be allowed.
 - i. A method of attachment of sign and mounting hardware to brick wall shall be proposed by the tenant and approved by Owner prior to installation.
 - j. Two or more lines of type may be used on signs but both lines must fit into the 3'-6" high band or sign areas shown on this drawing.
 - k. Etched glass will be permitted at the windows.
 - l. Decorative accent lighting or sconces will be permitted on the exterior base of the building with the approval of the Owner.

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PLANNING DEPARTMENT

