



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Office of Community Planning and Development

To: Simsbury Design Review Board

From: Brittany MacGilpin, Assistant Town Planner

Date: March 4, 2024

RE: **Zoning Compliance Review** of Raising Cane’s Restaurant, LLC, Applicant, Simsbury Commons, LLC, Owner; for installation of +/-143.26 sq. ft. of signage at Raising Cane’s Restaurant, 530 Bushy Hill Road (Assessor’s Map B20 Block 508 Lot 001-B), Simsbury, CT 06070, zone B-3.

Description of Application:

The applicant is requesting signage for the Raising Cane’s restaurant at 530 Bushy Hill Road. The proposed signage includes the installation of 4 wall signs and 3 drive thru/entry boards totaling +/- 143.26 sq. ft.

Raising Cane’s will be located on an individual pad site at the southwest quadrant of the Simsbury Commons retail development, in the existing parking lot between Men’s Warehouse and Santander Bank. It received Site Plan approval and a Special Exception at the Zoning Commission meeting on July 17, 2023. Prior to zoning approval, the DRB provided the commission a positive referral for the building on June 21, 2023 however, this recommendation did not include proposed signage as that was to be reviewed separately.

On February 28, 2024, Raising Cane’s received a variance from the Zoning Board of Appeals to increase the amount of square footage allowed for signage at the site as well as to allow internal illumination for the drive

thru/entry boards along the drive-thru corridor and the interior “chicken finger” wall sign. A revised sign plan reflecting these approvals has been submitted and the chart above outlines the size and amount of each sign in the revised plan. Because of this approval, only design elements of the signage can be considered with this application.

Analysis

The building is located in Simsbury Commons, a commercial corridor along Route 44 and Bushy Hill Road. The Simsbury Commons plaza is part of a unified sign plan, approved by the Zoning Commission on August 16, 1999. Since 1999, the plaza has maintained consistency with the plan while allowing corporate brand independence from the uniformity for the building signage. The changes can be seen

Wall Signs				
Sign Letter	Description	Quantity	Size (SF)	Total Size (SF)
A	Cane's Wall Sign	3	24.14	72.42
C	Chicken Fingers Interior Sign	1	5.27	5.27
Total SF Proposed				77.69
Total SF Allowed				31.02
Freestanding Signs				
Sign Letter	Description	Quantity	Size (SF)	Total Size (SF)
G	Drive Thru Menu Board	2	28.63	57.26
H	Pre-Sell Board	1	8.31	8.31
Total SF Proposed				65.57
Total SF Allowed				32
Summary of Application				
Total SF of Signage Proposed				143.26
Total SF of Signage Allowed				47

when viewing the plaza today as multiple tenants have received approvals for building signage that promote brand identity of various color schemes and design. Staff finds the sign package is keeping in line with the rest of the plaza by having brand-specific designs used for the building signs as shown in the images on the right.

In addition, the proposal is congruent with the Simsbury Guidelines for Community Design. In the Signage Section pages 28 - 34, the following guidelines are provided:

- Integrate the sign into the site plan, and ensure that it complements its surroundings.
- Avoid visual competition with other signs in the area.
- Minimize the number of building and directional signs to avoid repetition.
- Avoid markings on the pavement.
- Do not use advertising and business slogans. Signs may include information describing products sold or services provided.
- Design information to fit properly into the sign location attractively and without visual clutter.
- Avoid use of extremely small letters when the primary vantage is from the street rather than an adjacent sidewalk.
- Use symbols, logos, and illustrations as well as street number for identification.
- Use permanent, durable materials (e.g. stone, brick, or wood) on the bases of freestanding signs. Avoid texture-coated sheet metal or plastic.
- Use durable, weather-resistant and vandal-proof materials for the sign.
- Avoid extremely bright background colors (e.g. bright red, orange, or yellow).
- Coordinate sign background, trim, message color, and detail with the architecture it serves.
- Avoid a white or off-white color in a large field of illuminated background.
- Avoid visible raceways and transformers for individual letters.
- Avoid exposed guy wires or supports to stabilize signs.
- Trim edges of flat sheet signs (i.e. plywood) or frame to improve the finished appearance.
- Avoid use of plastic foam letters if possible, or properly cap each letter with plexiglass and secure with studs and glue.
- Use a flat or semi-gloss finish on the surface and avoid a glossy, plastic finish.



The Planning Department finds that the proposal conforms with the intent and guidance outlined in the Simsbury Guidelines for Community Design.

Staff has provided a sample motion below for discussion purposes only as Exhibit A:

Exhibit "A"
Monday, March 4, 2024
Simsbury Design Review Board

MOVED, the Design Review Board submits a positive referral for the **Zoning Compliance Review** of Raising Cane's Restaurant, LLC, Applicant, Simsbury Commons, LLC, Owner; for installation of +/-143.26 sq. ft. of signage at Raising Cane's Restaurant, 530 Bushy Hill Road (Assessor's Map B20 Block 508 Lot 001-B), Simsbury, CT 06070, zone B-3, as submitted

Or, Alternative Motion made by the Board