



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Office of Community Planning and Development

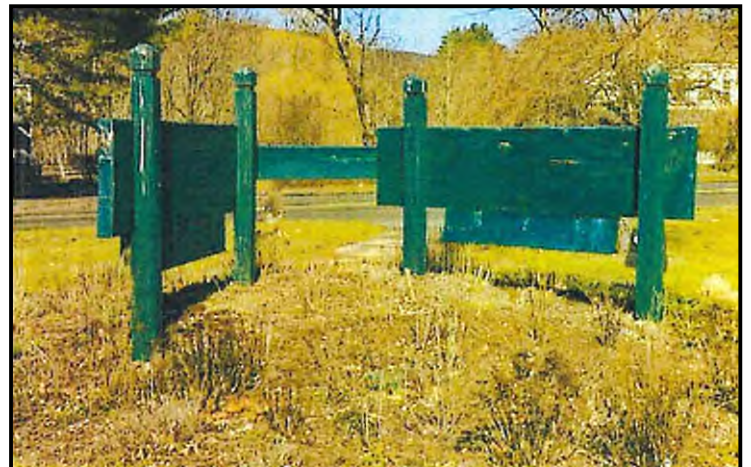
To: Simsbury Design Review Board
From: Joseph Hollis, Code Compliance Officer
Date: April 1, 2024

RE: Application ZC #24-08 of Thomas Tyburski, Applicant, the Town of Simsbury, Owner; for a permit to construct a ± 31.6 sq. ft. replacement to the existing freestanding sign for the Simsbury Farms at the property located at 100 Old Farms Road (Assessor's Unique ID 04014930) Simsbury, CT 06070, zone R-40.

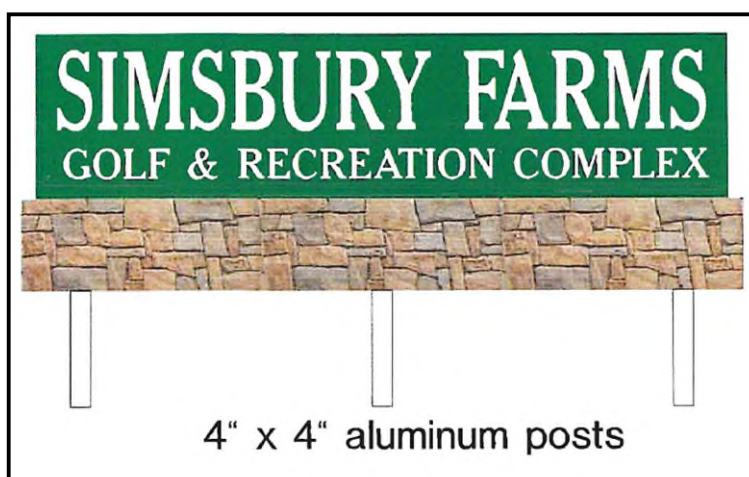
Description of Application:

The applicant is requesting the replacement of the existing freestanding signs for Simsbury Farms at 100 Old Farms Road. The proposal features the replacement of the 2 existing signs with 1 double-sided sign at the entrance of Simsbury Farms shown in Graphic 1 to the right.

The existing signs are approximately 21.7 SF each in size and arranged in a "V" formation to allow multidirectional visibility shown in Graphic 2 below. The current signs are made of wood with green posts and backgrounds, using white lettering for contrast. The site also features existing ground-mounted lighting that will remain unchanged by this proposal.



The new double-sided sign is approximately 31.6 SF. The proposed sign is made of an expanded polystyrene core with an aggregated acrylic outer coating that will be formed and colored to resemble brown river rock at the base and a green tenant panel with white lettering for the main portion of the sign shown in Graphic 3 to the right. The existing ground lighting will be used with the proposed sign.



Analysis

The sign proposal matches existing conditions on site in the following areas: sign location, coloration, and illumination, while reducing the total sign area.

The Simsbury Zoning Regulations Section 9.3, *Sign Design Standards* states, “The total area of all wall, canopy and freestanding signs shall be 1 square foot of signage for every running foot of building frontage except that in no case shall any freestanding sign be more than 32 square feet.” The proposed is 31.6 SF which is a reduction from the existing sign area total of 43.4 SF. Section 9.3 continues, “Freestanding signs shall not exceed 10 feet in height...The minimum height from the ground to the bottom of the sign area shall be 24 inches.” The proposed sign complies with all applicable regulations.

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 and the Simsbury Zoning Regulations.

DRAFT MOTION

Monday, April 1, 2024
Simsbury Design Review Board

MOVED, the Design Review Board submits a positive referral for **Application ZC #24-08** of Thomas Tyburski, Applicant, the Town of Simsbury, Owner; for a permit to construct a ±31.6 sq. ft. replacement to the existing freestanding sign for the Simsbury Farms at the property located at 100 Old Farms Road (Assessor's Unique ID 04014930) Simsbury, CT 06070, zone R-40, as submitted subject to the sign plan dated 3/21/24 revised 3/27/24.

Or

Alternative Motion made by the Board