



Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

Office of Community Planning and Development

To: Simsbury Design Review Board

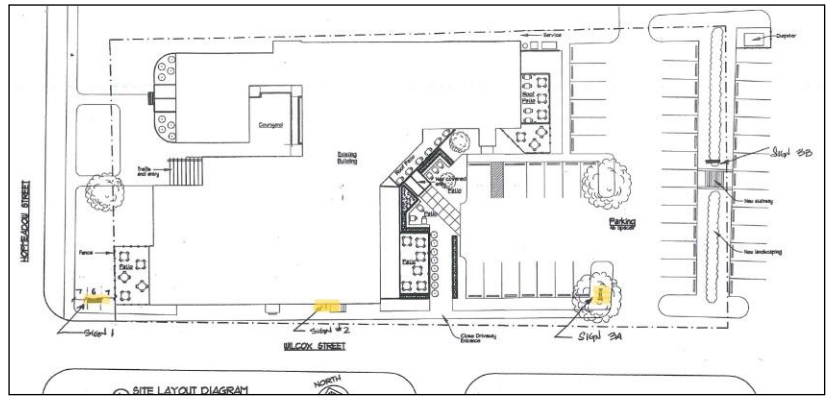
From: Joseph Hollis, Code Compliance Officer

Date: March 18, 2024

RE: Zoning Compliance Review of Albert Zhang, Applicant, Hopping Fiddler, LLC, Owner; for the installation of a ± 12 sq. ft. projecting sign, and two tenant panels on the existing freestanding signs at the property located at 6 Wilcox Street A.K.A. 750 Hopmeadow Street (formerly McLadden's) (Assessor's Map G10 Block 206 Lot 001) Simsbury, CT 06070. Zone SCZ.

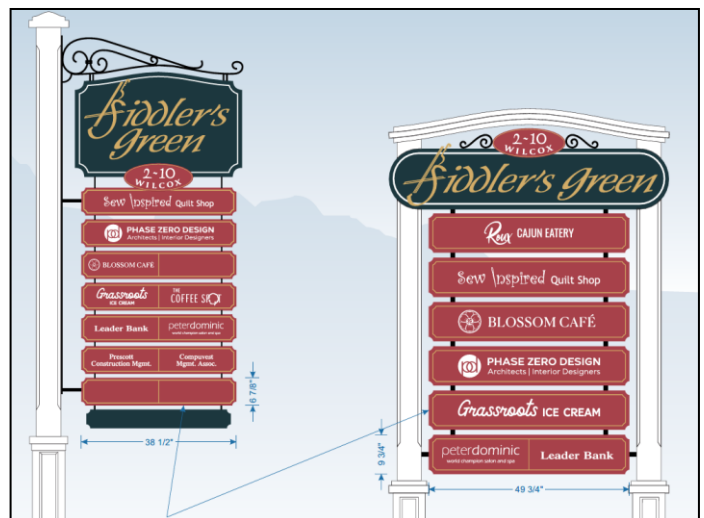
Description of Application:

The applicant is requesting new tenant signage for the former McLadden's space at 6 Wilcox Street. The proposal features 3 signs in total – 1 projecting sign, and 2 freestanding inserts shown in Graphic 1 to the right.



There are no changes in sign locations, total sign size proposed, or illumination compared to existing signage. There are two tenant panels included as part of this proposal to be installed on the existing freestanding signs.

Both freestanding signs use external illumination for low-light visibility which will remain unchanged by this proposal. The freestanding sign inserts proposed (shown in Graphic 2 right) comply with the unified sign plan for the plaza to be discussed in detail later. The proposed building signage features a carved wooden sign with white lettering shown in the images on the next page (rendering does not include the white lettering).





(Proposed Building Signage Left. Existing Signage Right.)

Analysis

The sign proposal matches existing conditions on site in the following areas: total sign area, compliance with the unified sign plan for coloration, and illumination.

The unified sign plan, approved by the Zoning Commission on April 4, 2005, included uniform freestanding signs with multiple tenant panels. Since 2005, the plaza has maintained consistency in the freestanding signs on the property while allowing brand independence from the uniformity for the building signage. The changes can be seen when viewing the plaza today as multiple tenants have received approvals for building signage that differs from the off-white font on maroon background color scheme as shown in the 2005 plan. The building sign locations and the color scheme on the freestanding signs are both elements carried through to today. The applicant is keeping in line with the rest of the plaza by having uniform freestanding tenant signage in terms of color and size, with brand-specific designs used for the building signs as shown in the following images.



(Existing Fiddler's Green Building Signage)

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 18, 2024
Simsbury Design Review Board

MOVED, the Design Review Board submits a positive referral for the Zoning Compliance Review of Albert Zhang, Applicant, Hopping Fiddler, LLC, Owner; for the installation of a ± 12 sq. ft. projecting sign, and two tenant panels on the existing freestanding signs at the property located at 6 Wilcox Street A.K.A. 750 Hopmeadow Street (formerly McLadden’s) (Assessor’s Map G10 Block 206 Lot 001) Simsbury, CT 06070. Zone SCZ, as submitted

Or

Alternative Motion made by the Board