



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 Nhan Nguyen, Applicant, Dung Tran, Owner; for the installation of a \pm 13.2 sq. ft. replacement to the existing freestanding sign for the nail salon Revise Beauty at the property located at 111 West Street (Assessor's Map F11 Block 103 Lot 013) Simsbury, CT 06070, Zone B-2.

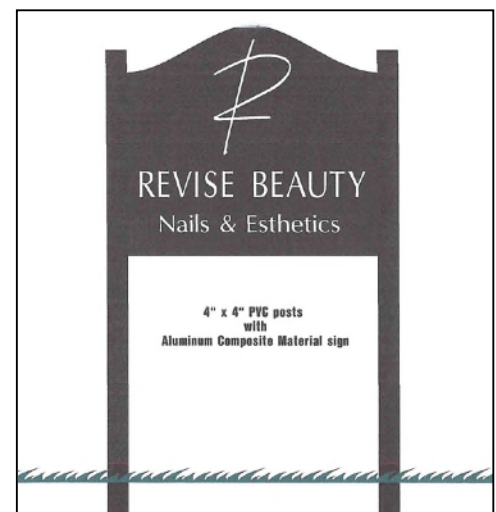
Description of Application:

The applicant is requesting new tenant signage for the former Artista Hair Salon space at 111 West Street. The proposal includes the replacement of the freestanding sign circled in red shown in Graphic 1 to the right.

The existing \pm 13.3 sq. ft. freestanding signage for Artista Hair Salon was installed without permits and had been in existence since at least 2012 shown in Graphic 2 bottom left. Due to the non-conformity, the tenant, Revise Beauty, is allowed to use the same location provided they do not exceed the size of the existing sign.

There are no changes in sign locations, total sign size proposed, or illumination compared to existing signage.

The proposed freestanding sign will be made of aluminum composite with PVC posts and will use the existing ground-mounted external lighting. The plan features white lettering on a black background as shown Graphic 3 on the bottom right of the page.



Analysis

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

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 Nhan Nguyen, Applicant, Dung Tran, Owner; for the installation of a ± 13.2 sq. ft. replacement to the existing freestanding sign for the nail salon Revise Beauty at the property located at 111 West Street (Assessor's Map F11 Block 103 Lot 013) Simsbury, CT 06070, Zone B-2, as submitted.

Or

Alternative Motion made by the Board