



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: **Zoning Compliance Review** of Daniel Steinmetz, Applicant, Res One Realty, LLC, Owner; for the installation of a new ± 3.8 sq. ft. tenant panel sign with red lettering for MEYERS SAPPINGTON, LLC Attorneys at Law at 237 Hopmeadow Street (Assessor's Map F16, Block 116, Lot 003B-1) Simsbury, CT 06070, zone B-3.

Description of Application:

The applicant is requesting an update to the existing tenant signage for the Meyers Sappington Law Firm at 237 Hopmeadow Street. The proposal features the replacement of the existing tenant panel on the freestanding sign on the property with a new version to reflect changes in the business. The freestanding sign location is shown outlined in red in Graphic 1 on the right. The proposed sign has been previously installed by the tenant without Town approval. Under the direction of Town Staff, the applicant has submitted this application to permit the change in tenant panels.



The tenant panel sign had been installed by the tenants to update the business name from Webber, Meyers & Sappington, LLC to Meyers Sappington, LLC shown in Graphics 2 (right) and 3 (next page).

The proposed sign is a white dibond panel with red lettering to match the previous tenant panel.

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

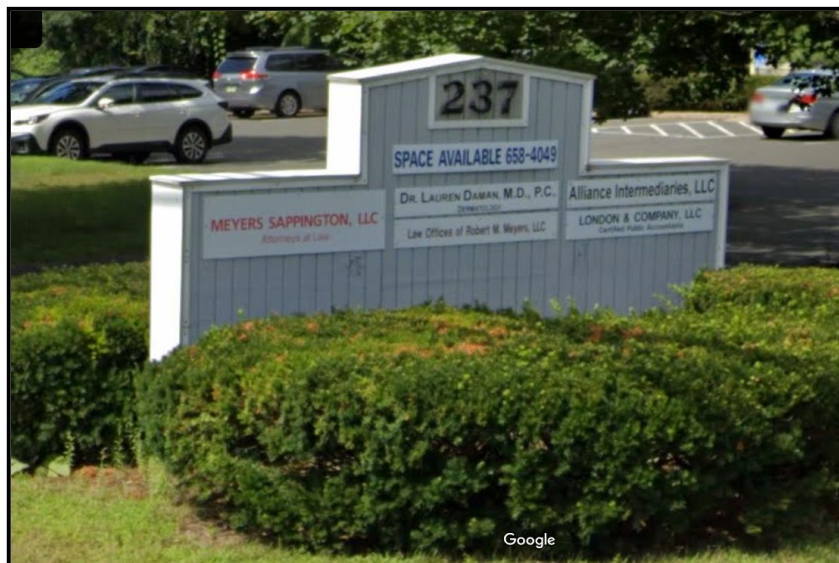


(Graphic 2 Webber, Meyers & Sappington 2021 Sign)

Analysis

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

No unified sign plan is on file with the Planning Department.



(Graphic 3 Meyers Sappington Proposed Sign – Previously Installed by Tenant)

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.

DRAFT MOTION

Monday, April 1, 2024
Simsbury Design Review Board

MOVED, the Design Review Board submits a positive referral for the **Zoning Compliance Review** of Daniel Steinmetz, Applicant, Res One Realty, LLC, Owner; for the installation of a new ±3.8 sq. ft. tenant panel sign with red lettering for MEYERS SAPPINGTON, LLC Attorneys at Law at 237 Hopmeadow Street (Assessor's Map F16, Block 116, Lot 003B-1) Simsbury, CT 06070, zone B-3, as submitted per plans received March 12, 2024.

Or

Alternative Motion made by the Board