



# 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 15, 2024

**RE: Zoning Compliance Review** of Pickleball Brothers CT, LLC, Applicant, Simsbury Commons, LLC, Owner; for the installation of two  $\pm$  57.9 sq. ft. wall signs, at 500 Bushy Hill Road A.K.A. 530 Bushy Hill Road (formerly Home Goods) (Assessor's Map B20 Block 508 Lot 001-B) Simsbury, CT 06070, zone B-3.

## Description of Application:

The applicant is requesting new tenant signage for an indoor pickleball facility in the former Home Goods space at 500 Bushy Hill Road. The proposal features two signs in the location shown in Graphic 1 to the right (business location boxed in red).

There are no changes in sign locations or illumination compared to existing signage with sign area being reduced with the new proposal. Home Goods featured six signs throughout the plaza including two wall signs on the tenant space at approximately 61.6 SF each. Dill Dinkers is proposing two approximately 57.9 SF wall signs in the same locations (shown in Graphic 2 below). Both wall signs use halo lighting for illumination.

## Analysis

The sign proposal includes only 2 signs compared to 6 from the previous tenant. The two signs proposed are smaller than the existing signage and will use the same style of lighting.

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.

### **DRAFT MOTION**

**Monday, April 15, 2024**  
**Simsbury Design Review Board**

MOVED, the Design Review Board submits a positive referral for the Zoning Compliance Review of Pickleball Brothers CT, LLC, Applicant, Simsbury Commons, LLC, Owner; for the installation of two ± 57.9 sq. ft. wall signs, at 500 Bushy Hill Road A.K.A. 530 Bushy Hill Road (formerly Home Goods) (Assessor's Map B20 Block 508 Lot 001-B) Simsbury, CT 06070, zone B-3, as submitted.

Or

Alternative Motion made by the Board