



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 Amber Oleski, Applicant, Walker Management Group, Owner; for the installation of a 30 sq. ft. wall sign and two tenant panels on the existing freestanding sign at 712 Hopmeadow Street (formerly Lions Den Coffee) (Assessor's Map G10 Block 227 Lot 001+2) Simsbury, CT 06070, zone SCZ.

Description of Application:

The applicant is requesting new tenant signage for a coffee shop in the former Lions Den Coffee space at 712 Hopmeadow Street. The proposal features one sign in the location shown in Graphic 1 to the right (business location boxed in red) and two tenant panels on the existing freestanding sign.

There are no changes in sign locations, sign size, or illumination compared to existing signage. Kaps Café is proposing one approximately 30 SF wall sign in the same location as existing (shown in Graphic 2 below). The wall sign will use external up-lighting for illumination. The proposal also features two tenant panels on the existing freestanding sign that match the size, coloring, and location of the other businesses in the plaza.

Analysis

The signs proposed are consistent in location, size, lighting, and coloration compare to the rest of the plaza.

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 Amber Oleski, Applicant, Walker Management Group, Owner; for the installation of a 30 sq. ft. wall sign and two tenant panels on the existing freestanding sign at 712 Hopmeadow Street (formerly Lions Den Coffee) (Assessor's Map G10 Block 227 Lot 001+2) Simsbury, CT 06070, zone SCZ., as submitted.

Or

Alternative Motion made by the Board