

**DESIGN REVIEW ADVISORY COMMITTEE**  
**Meeting Minutes**  
**Wednesday April 6, 2005**  
**Public Works Conference Room**  
**Second Floor Town Hall**

Chair Bockstael called the meeting to order at 6:30.

**Members in Attendance:**

Chair, Bruce Bockstael, Tom Harley, Joseph Hickey, Steve Hine and John Hallinan. Also in attendance: Peter Gillespie, Economic Development Manager/Town Planner.

There were no members of the public present to comment.

**Minutes**

Mr. Hickey motioned to approve [the minutes of the March 16, 2005 meeting](#), Mr. Hallinan seconded, all voted in favor except for Mr. Bockstael who abstained from the vote.

**Project Reviews**

**1. Monument Sign, 1100 Silas Deane Highway, Walgreen's, Tim's Sign & Lighting, Matt Walsh**

Mr. Walsh of Tim's Sign and Lighting Service, Inc. was present to discuss plans for a free standing monument sign for Walgreen's Pharmacy. Mr. Walsh distributed a hand out dated April 6, which detailed the proposed 5 foot high, 35 S.F. free standing sign. The sign included a 14 square foot reader board panel. Mr. Walsh distributed photographs of the proposed sign location to be placed in the driveway islands.

Mr. Hickey noted that the sign is located quite a distance from the building. Mr. Bockstael noted that the building is quite visible.

Mr. Gillespie reported that the sign is proposed to be located on the Marshall's property which is a problem with the zoning regulations which requires location on the site. Mr. Gillespie also reported that the existing wall signage may exceed the zoning regulations.

Mr. Hickey suggested that Walgreen's should talk to the Marshall's property owner to coordinate one directory sign.

Mr. Walsh was directed to confer with the property owners about revising the sign plan and then return to the Committee for further review.

**2. Active Adult Housing, Preliminary plans to renovate existing building (14-16 units) and the construction of 5 buildings containing a total of 39 units, 295 Ridge Road, Church Homes, Ken Herbert, Compass Engineering Group.**

Mr. Ken Herbert of Compass Engineering, Rocky Hill, CT was present to discuss the plans for the development of this site. Mr. Herbert referred to photos, site plans, building elevation and floor plans. Mr. Herbert is representing John Tartaglia the developer.

Mr. Herbert stated that Phase One of this project will involve the renovation of the existing building which will

be renovated for up to 16 units with a community center in the basement; condominiums would be 1,000 S.F. each. Mr. Bockstael stated that the plans for the 3rd floor units may have access and egress problems.

Mr. Herbert stated that the site may have some wetlands, has a 50 foot utility easement and an MDC sewer line running through the site. Mr. Herbert reported that the PZC had commented that the density is too high. Mr. Hickey commented that the building architecture looks too commercial like a self storage facility. Mr. Hickey supported the density issue and suggested matching the present density of the site. Mr. Harley questioned whether one access drive will be adequate.

Mr. Harley suggested reducing the number of units in the first building to match the setback of the existing building. Mr. Hallinan suggested matching the style of units to the existing brick building in terms of pitched roofs, dormers, gambrel roof lines etc. Mr. Herbert noted that he may propose garage space for the existing building. Mr. Herbert noted that the buildings might be priced in the \$350,000 market.

Mr. Herbert was directed to come back with a revised more detailed plan for review.

**3. Façade and Site Directional Signage, 1208 Silas Deane Highway, Lasik Plus Vision Center, Global Signs, Robert J. Motchkavitz.**

Mr. Motchkavitz was present to represent Lasik Plus Vision Center. Mr. Motchkavitz noted that this is the first location in Connecticut. Mr. Motchkavitz stated that the signs are proposed for the building next to CT River Community Bank, the building is permitted to have 20 square feet of signage and 3 wall signs are proposed to be recessed into elements of the building. Mr. Motchkavitz referred to the sign package submitted. Mr. Motchkavitz stated the space is 46.75 feet wide and the proposed sign will be 24 S.F. facing the Silas Deane Highway, 24 S.F. facing the access driveway and 22 S.F. facing the parking lot, and the signs are internally lighted. Additionally, the building number would also be included in the signage.

Mr. Motchkavitz explained that the tenant is also proposing a "big eye" graphic in windows on all 3 sides of the building.

Additionally, directional signage is proposed to be 5 foot high and 10 S.F.

Mr. Gillespie reported that the directional signage exceeds the minimum square footage permitted in the zoning regulations.

Mr. Harley questioned the need for the "big eye" in the windows; Mr. Motchkavitz reported that this is the brand identity of Lasik Plus.

Mr. Bockstael motioned to approve the sign package for street numbers, wall signs and window signs with a condition that the directional signage is not approved. Mr. Hickey seconded the motion and the vote showed all members in favor.

**4. Wall sign proposal for a new tenant in the Goff Brook Shops - Baby Boom.**

Lawrin D. Rosen - Artfx Signs. Bloomfield, CT was present to present the proposal.

Mr. Rosen distributed a photo with the sign imposed upon the building. The sign would be 16 feet long, 4 feet high, and 64 square feet total area. Mr. Rosen stated the sign would be channel letters similar to the recent Office Depot sign. Mr. Rosen stated the store frontage is 80 feet long. The sign colors would be powder blue and pink with internal illuminated argon tube lighting.

Mr. Hickey motioned to approve the sign as proposed, Mr. Bockstael seconded the motion and the vote showed all in favor.

**CT Main Street**

Mr. Bockstael reported that the CT Main Street program has a training session that might be valuable for the Committee members, specifically Monday June 13 all day, titled: "Using Design as a tool for Downtown Revitalization". Mr. Bockstael will investigate further and report at the next meeting.

### **Adjournment**

Mr. Bockstael adjourned the meeting at 8:06 p.m.

Respectfully Submitted

Peter Gillespie  
Economic Development Manager/Town Planner