

Minutes
DESIGN REVIEW ADVISORY COMMITTEE
Wednesday, June 15, 2005 6:00 p.m.
Public Works Conference Room
Second Floor, Town Hall

1. **Call to Order** - Chairman Bockstael called the meeting to order at 6:01 pm
2. **Roll Call** - Members in attendance: Chair Bruce Bockstael, Jay Hallinan, Joe Hickey, Andrea Boyle, Steve Hine and Tom Harley. Also: Peter Gillespie Economic Development Manager/Town Planner and Denise Bradley, Assistant Planner.
3. **Public Comments** - There was no one present from the public.
4. **Approval of June 1, 2005 Minutes** - Mr. Hickey motioned to approve [the minutes](#), Mr. Harley seconded and the vote showed all members in favor.
5. **PROJECT REVIEWS**

a. **Dunkin' Donuts - 416 Silas Deane Highway - Manny Pine - New Building Design. (Revised)**

Attorney John Harvey was present representing the applicant, Mr. Manny Pine. Also present was Brian Plourd. The architecture of the building was presented as a colonial style structure. Mr. Harvey noted that as it exists, there is minimal landscaping on the site and that the proposed site improvements are meant to meet the current landscaping, circulation and drainage requirements. Mr. Harvey then distributed a color rendering of the proposed site. Mr. Plourd discussed the proposed color scheme and materials to be used. The vinyl siding shall be beige with white trim. The windows will be framed in white with a white grid pattern. The proposed wall sign is 20 sq. ft. The retail tenant would be provided sign space on the proposed awning. Mr. Harley made note that it may be desirable to provide a sign that allows space for the new tenant. Chairman Bockstael commented that the proposal before the committee was an improvement over the last proposal. Mr. Hallinan brought up the issue of easing pedestrian movement and suggested that the applicant incorporate an access link from the sidewalk to the front entrance. Mr. Harvey stated that as long as it would meet the zoning regulations, that they wouldn't have a problem providing a sidewalk. A discussion ensued regarding the pattern in which cars would stack behind the menu board. There is potential that traffic could back up into the travel lane. Mr. Harley recommended continuing the slant parking onto the south side of the site. Mr. Gillespie discussed the design of the freestanding sign and the issue of whether the applicant should proceed with the installation of the pylon sign as proposed or whether to erect a monument sign. Chairman Bockstael motioned to approve the application with the following stipulations: 1. Incorporate an access link from the sidewalk to the front entrance. 2. Incorporate slant parking onto the south side of the site. 3. Change the freestanding sign from the proposed 8' pylon sign to a 4' monument sign. 4. Consider providing space for the future retail tenant on the freestanding sign. Mr. Hallinan seconded and all voted in favor.

b. **Webster Bank - 1039 Silas Deane Highway - Richard Rizzo - Sign Rebranding Project.**

Mr. Richard Rizzo, representing National Sign Co., presented the plans. Chairman Bockstael noted that the bank has 46' of frontage and 51' of side frontage. Mr. Gillespie noted that since the bank has no freestanding sign, they are allowed 2' sq. ft. of signage per lineal foot. A discussion ensued regarding the clutter of promotional signs on the drive-thru. Mr. Harley motioned to approve the application with the stipulation that the promotional temporary signage be removed. Mr. Hallinan seconded and all voted in favor.

c. **Webster Bank - 1160 Silas Deane Highway - Richard Rizzo - Sign Rebranding Project.**

Mr. Richard Rizzo, representing National Sign Co., presented the plans. Mr. Rizzo noted that the application is mainly just an exchange in signage, the only difference being an actual decrease in the square footage of the freestanding monument sign from the existing 25 sq. ft. down to 21.6 sq. ft. Mr. Gillespie noted that the property owner had received a variance from the Zoning Board of Appeals on September 25, 1995 to allow for two (2) freestanding signs. Chairman Bockstael motioned to approve the application as presented. Mr. Hallinan seconded and all voted in favor.

d. **EbLens - 1380-1420 Berlin Turnpike - Michael Sartinsky - Installation of a wall sign.**

Allan Esposito, representing Signs Unlimited, presented the plans. Mr. Esposito noted that an application had been submitted to the Zoning Board of Appeals to receive a variance to the square footage requirements for the wall sign. Four (4) different schemes were presented to the committee. All were illuminated face lit channel letters, exposed yellow neon rule with red faces and 5" deep black returns. The first was a 35 sq. ft. exterior channel letter sign which is what would be allowed under current zoning. Chairman Bockstael noted that in order for the sign to be proportional to the building and other signs within the shopping center, the sign would need to be larger. The second option presented was for an exterior channel letter w/ sub copy that was 80 sq. ft and the third for an 85 sq. ft. channel letter sign respectively. The final scheme was a 65 sq. ft. exterior channel letter sign w/ sub copy. Mr. Hickey motioned to approve the 65 sq. ft. exterior channel letter sign w/ sub copy. Mr. Hine seconded and all voted in favor.

6. **Other Business** - In anticipation of the joint meeting between the Design Review Advisory Committee and the Planning and Zoning Commission, Mr. Gillespie handed out plans of the Municipal Building/Library.

Mr. Hickey discussed attending the Connecticut Main Street Center's Downtown Revitalization Workshop.

7. **Adjournment** - Mr. Bockstael adjourned the meeting at 7:06 pm.

Respectfully Submitted

Peter Gillespie
Economic Development Manager/Town Planner