

MINUTES
DESIGN REVIEW ADVISORY COMMITTEE
Wednesday, July 20, 2005 6:30 p.m.

1. Call to Order - Chairman Bockstael called the meeting to order at 6:31 P.M.
2. Roll Call - Members in attendance: Chair Bruce Bockstael, Jay Hallinan, 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 15, 2005 Minutes](#) - Mr. Harley motioned to approve the minutes, Mr. Hallinan seconded and the vote showed all members in favor.

5. PROJECT REVIEWS

- a. Marshall's - 1130 Silas Deane Highway - Arnco Sign Company - Sign Review.

Jeremy Waking was in attendance representing the applicant Arnco Sign Company. He presented a proposal to replace the existing "Marshalls Megastore" sign with a new "Marshalls HomeGoods" sign. The "Marshalls" lettering was proposed as 5' 0" blue with white return internally illuminated pan channel letters. The "HomeGoods" lettering was proposed as 3' 10" red internally illuminated pan channel letters. Chairman Bockstael asked P. Gillespie if the new sign conformed to the new zoning regulations. P. Gillespie noted that because Marshall's does not have a freestanding sign on the premises, the zoning regulations allow an attached wall sign to be 2 sq. ft. per lineal foot of building frontage with the regulation that no wall sign shall exceed 125 sq. ft. The existing wall sign measures 260 sq. ft. The size of the proposed wall sign was reduced to 236.09 sq. ft. P. Gillespie additionally noted that repairs, replacement or alterations to non-conforming signs are permitted with a permit from the Zoning Enforcement Officer provided that the nonconformity is not increased or enlarged. Chairman Bockstael commented that a smaller sign would not be as visible due to the size of the façade. There were no additional comments. T. Harley motioned to approve the application as submitted. S. Hine seconded and all voted in favor.

- b. Firehouse Bar & Grill - 1151 Silas Deane Highway - Matthew Fernandez - Sign Review.

Maryanne Fernandez was in attendance representing the applicant 5th Alarm Restaurants. She presented a proposal to attach a 6' by 7' (42 sq. ft.) blue wooden wall sign with red and gold lettering and a matching 6' by 4 1/2' (27 sq. ft.) freestanding sign, both illuminated with attached spot lights. Chairman Bockstael made note that the regulations allow for freestanding sign not to exceed 25 sq. ft. and commented that the red lettering on the signs is washed out against the dark blue background. He suggested lettering with contrasting color such as gold or white. He also asked M. Fernandez what type of material was proposed. She agreed with Chairman Bockstael's about incorporating more contrast into the sign and noted that the proposed sign would be hand carved out of pine or oak. Chairman Bockstael suggested using a more durable type of wood such as Cyprus or Cedar that would better withstand the elements. A discussion ensued regarding the placement of the proposed lighting. M. Fernandez and the Commission agreed that the spot lights used to illuminate the signs should be "gooseneck" down lighting. A. Boyle commented that without a picture, she was having a difficult time visualizing the building design and the proposed sign's compatibility with the façade. J. Hallinan motioned to table the application until the next meeting to allow the applicant to submit photos, a site plan and revised schematics that would incorporate the recommended changes to size, lighting and color. S. Hine seconded and all voted in favor.

- c. Banknorth - 171 Silas Deane Highway - Richard Rizzo - Sign Rebranding Project.

Richard Rizzo, representing National Sign Co., presented a proposal to remove and reface as is the five (5) existing Banknorth signs. Chairman Bockstael motioned to approve the application as submitted. T. Harley seconded and all voted in favor.

d. Banknorth - 25 Wells Road - Richard Rizzo - Sign Rebranding Project.

Richard Rizzo, representing National Sign Co., presented a proposal to remove and reface the existing Banknorth signs. Chairman Bockstael motioned to approve the application as submitted pending the determination that the directional sign is found to be in compliance with the zoning regulations. J. Hallinan seconded and all voted in favor.

e. Church Homes/Granberry Homes - 295 Ridge Road - John Tartaglia - seeking review of the proposed conversion of an existing building into apartment units.

Doug Ellis of Buck & Buck and Ken Herbert of Compass Engineering presented the proposal. A discussion ensued regarding the parking layout, egress, replacement windows and landscaping. The Committee asked the applicant to submit additional information at its next meeting so it could make its recommendations to the Planning and Zoning Commission.

6. Other Business -

a. HFC Household - 1283 Silas Deane Highway - Darcie Roy - seeking Sign Review.

Darcie Roy, representing Samuels and Associates, presented a proposal to install a new 2' 4" by 13' 5" non-illuminated sign with red pin mount letters into an existing 2' 6" by 15' sign box. Chairman Bockstael motioned to approve the application as submitted. T. Harley seconded and all voted in favor.

7. Adjournment - Chairman Bockstael adjourned the meeting at 7:40 P.M.

Respectfully submitted,

Denise Bradley
Assistant Planner