

**MINUTES**  
**DESIGN REVIEW ADVISORY COMMITTEE**  
**Wednesday, March 18, 2009, 6:30 p.m.**  
**Town Hall Conference Room #1, Basement Level**

- 1) **Call to Order** – Mr. Bockstael called the meeting to order at 6:30 p.m.
- 2) **Roll Call** - Members in attendance: Bruce Bockstael, Andrea Boyle, Jay Hallinan, Joe Hickey and Steve Hine. Mr. Margiotta has resigned from this Committee.

Also present: Denise Bradley, Assistant Planner

- 3) **Public Comments** - There was no one from the public in attendance.
- 4) **Minutes** – Minutes of the November 19, 2008 meeting. Mr. Bockstael made a motion to approve said minutes, Mr. Hickey seconded, and the vote showed all in favor. Minutes of the January 21, 2009 meeting. In Section 5.2, Paragraph 6 the word “additional” was changed to the word “applied”. Ms. Boyle made a motion to approve said minutes incorporating the correction, Mr. Hallinan seconded, and the vote showed all in favor.

**5) PROJECT REVIEWS**

**5.1 APPLICATION NO. 129-09-DR** – CT Outfitters – Seeking review of new signage at 512 Silas Deane Highway. Mr. Gary Brummett, owner, requested that the sign be removed from the former Wethersfield Avenue location and be placed on the front of 512 Silas Deane Highway building, which is the new location for CT Outfitters. The sign would appear as centered over the entrance as well as appearing centered on the building itself. Mr. Ronald A. Cyr of the Sign Place, 641 New Park Avenue, West Hartford, CT 06110, is to complete the installation of the proposed sign. The sign is forest green with a red outline and canary yellow lettering. Ms. Bradley indicated that the building has 62 feet of linear frontage, and the proposal of a 48 square foot sign complies with Town zoning regulations.

Mr. Hickey made a motion to approve the signage as presented. Mr. Hallinan seconded the motion, and the vote showed all in favor.

**5.2 APPLICATION NO. 130-09-DR** – Harry’s Wine & Liquors – Seeking review of new signage at 1267-1309 Silas Deane Highway (1303 Silas Deane Highway f/k/a Baby Boom). Mr. Harish Patel, owner, requested the installation of a new 51 square foot sign for this 100 foot linear frontage space in the Goff Brook Shops. The sign will consist of aluminum material with LED lighting (LEDs will not be visible), and each letter will be mounted on the wall above the store’s entrance. Upon inquiry of Mr. Hallinan, Mr. Patel indicated that an apostrophe was inadvertently omitted from the application. Therefore, an apostrophe will be added to the sign after the lower case letter “y” in the name “Harrys”. The color of this sign will be similar in color to that of the Office Depot sign in existence at the 1267-1309 Silas Deane Highway location (Goff Brook Shops).

Ms. Boyle made a motion to approve the signage, incorporating the addition of an apostrophe after the lower case letter “y” in the name “Harrys”. Mr. Hine seconded the motion, and the vote showed all in favor.

**5.3 APPLICATION NO. 131-09-DR** – Valero (f/k/a Sunoco) – Seeking review of signage rebranding proposal at 1785 Berlin Turnpike. Mr. Kyle Niles, Project Manager of Sign Pro, Inc., 168 Stanley Street, New Britain, CT 06051, described the new pylon sign as a simple face change containing new form plexi faces and a logo on the top of the sign. The price cabinet will remain, and no advertising messages will appear on the cabinet. However, a sliding face that has built in LED electronics will be incorporated with the cabinet, and four prices will appear in the same footprint (unleaded-cash; unleaded-credit; diesel-cash; diesel-credit). These prices will appear in red LED lighting. The sign would not flash, change color or rotate. Remote control accessibility to an electronic pricer feature of the cabinet is deemed optimal for store security purposes by the Owner. Without this type of accessibility to the cabinet for price changing, the station would have to be locked temporarily to accommodate price changes on the outdoor signage.

The second part of the application refers to the canopy over the gas pumps. On one side of the canopy, the application request is for the business name, Vallero, to appear in neon illuminated channel letters. On the other side of the canopy, the application request is for the business name, Vallero, to appear in neon illuminated channel letters with the swish gesture after it. The heights of the channel letters on the canopy would correspond to the height of the channel letters of the previous tenant, Sunoco. The Owner’s desire is to have the largest channel letter height allowable by Town zoning regulations. The 44¼ inch height of the canopy will not be changed. Ms. Bradley indicated that like for like branding on the canopy is permitted by Town zoning regulations. The Committee agreed that 21 inch rebranding of the canopy appears to be in compliance with Town zoning regulations. Mr. Niles will make an inquiry with the former property owner as to the measurements associated with the branding on the canopy.

Mr. Bockstael made a motion to approve that the PZC review the pylon signage re-branding/new sign proposal as to the LED requirements and that the PZC review the 19 inch or 21 inch re-branding of the canopy. Mr. Hallinan seconded the motion. The vote showed all in favor.

**5.4 APPLICATION NO. 132-09-DR** – Dutch Point Credit Union, Inc. – Seeking review of signage proposal at 195 Silas Deane Highway. Mr. Darin Senna of Hartford Sign & Design, 305 Murphy Road, Hartford, CT 06114, noted that the current signage of pin mount lettering placed directly on the brick of the building would be removed. The new 42 square foot sign will be an internally-illuminated LED rectangular-shaped sign of muted blue and white colors and a windmill logo contained therein. The sign would set on a low-profile (4 inch) raceway which would be centered on the brick constructed building. Brick caulking material would be used to repair any damage to the brick building resulting from the old signage removal. The street sign would be replaced to a sign containing a muted blue background with white letter lighting with a windmill logo contained therein. The street number will not appear illuminated or otherwise on the new signage. Mr. Hickey made a motion to approve the signage proposal. Mr. Hine seconded the motion. The vote showed all in favor.

**6) Other Business:**

The Committee discussed notice to the public for the need of a Landscape Architect to join the committee, as Mr. Margiotta has resigned.

The PZC has granted an application for a trade school to occupy approximately 21,000 square feet of space in the 1290 Silas Deane Highway office building.

**7) Upcoming Business** – In the near future, the Committee may review a new signage proposal from the *Home Town Buffet* restaurant in the Goff Brook Plaza.

**8) Adjournment** – Mr. Bockstael made a motion to adjourn the meeting at 7:20 p.m. Mr. Hickey seconded, and the vote showed all in favor of adjournment.

Respectfully submitted,

Ellen Goslicki  
Committee Recording Secretary