
MEMORANDUM

TO: DEEP RIVER SELECTMEN, JONATHAN KASTNER, CATHIE JEFFERSON, SCOTT FANNING,
TONY VALENTI

FROM: DESIGN ADVISORY BOARD, ALAN PARADIS, R.A., CHAIRMAN

SUBJECT: 246 MAIN STREET– PRELIMINARY DESIGN REVIEW

DATE: 5/28/2013

CC:

Design Advisory Board Members present:

Alan Paradis, Chair

Peter Howard, Vice Chair

Pamela Potter, Secretary

Sue Watts

Mike Cole

Victoria Su

Absent: Jeff Hostetler

Applicants:

Scott Fanning, Great American Donut, Inc.

Tony Valenti, Calabrese Agency

The Design Advisory Board met to review the proposed renovations at 246 Main Street for a Dunkin Donuts franchise and an additional retail space to be leased. Scott and Tony presented two conceptual elevation schemes prepared by Pustola & Associates from Naugatuck, CT, and a site plan (not identified.)

The Design Advisory Board expressed the importance of this site as a gateway to Deep River's "downtown" and the designated Village District. The Design Guidelines were referenced and a copy was provided to Scott Fanning.

The Design Advisory Board found the proposed schemes responsive to the Design Guidelines prepared for Village District projects. The variation on the schemes was limited to the door styles; Concept 'B' with faux barn style doors and concept 'B1' with roll-up style garage doors. The Board, with one exception, preferred the glass garage door concept as a reference to previous use of the structure on this site as an automobile sales showroom.

The extended parapet of the roof seemed an appropriate modification of the roofline and provided for the concealment of rooftop equipment.
Doors and fenestration are consistent with the original building. The proportions are in fact an improvement over the recent door replacement by the existing owner. The DAB expressed concern over potential "false" windows with spandrel glass. It was requested that

false detailing be avoided, and if back of house space needed to be concealed, that windows be relocated and a solid siding be used.

Siding and roofing materials, although not original to the structure, are appropriate in character and scale to structures in the area. The proposed vertical wood siding, 5” horizontal wood siding, skirt boards and frieze boards are appropriately proportioned.

Traditional gooseneck light fixtures are proposed on the front and Main Street elevations. The approach seems appropriate. The Board requested that the specific fixtures eventually be represented (cut sheets) for review and that the overall lighting plan including illumination levels be reviewed further as the design develops. Site lighting was not indicated but should be reviewed again in context to the town’s street lighting initiative, requirements for illumination of the parking area, and context to the residential abutters.

The proposed signage on the extended parapet was reasonably sized. The applicant expressed a willingness to use a more neutral color scheme on the signage than the traditional franchise color scheme. This idea was supported by the Board.

There were some concerns with regard to the site development. The elimination of the curb cut was viewed as being a beneficial to the traffic patterns. However, the impact on traffic requires some additional understanding. The applicant expressed a desire to maximize the number of parking spaces. 14 spaces are required for the project. 24 spaces were proposed. The DAB expressed a desire to maximize green space and safe havens for pedestrians including expansion of the existing island at the corner of Union and Main at the existing Sycamore tree. It is expected that there may be significant foot traffic from Devitt Field across Main Street. A crosswalk at this location should be considered for the safety of pedestrians. Sue Watts prepared a sketch showing a parking layout that preserved the 24 spaces while reducing the actual paved area and providing improved pedestrian areas, including expansion of the island at the sycamore and a landscape buffer at the front of the building.

The treatment of the service areas, including the loading space, dumpsters, and outside employee areas needs to be developed to ensure that adequate separation is provided between the proposed business and the abutting residential properties. Additionally, the landscape plan needs to be developed. The plantings indicated on the plan lack the casual finesse of traditional small Yankee towns.

The DAB was in favor of the initial conceptual presentation and would request a more comprehensive presentation including all visible elevations and a developed site/landscape plan, and perspective views from Main Street to better understand the public perception of this gateway building.

Respectfully Submitted by the Design Advisory Board

Alan Paradis, RA, Chairman