

Minutes
DESIGN REVIEW ADVISORY COMMITTEE
February 2, 2017 - 9:15 a.m.
Town Hall Annex,
80 Doyle Road, Bantam, CT

Members Present: Chairman Jeff Savage, Carol Bramley, Patricia McTague

Members Absent: Joel Peck and John Honigmann

The meeting was called to order at 9:16 a.m.

Stop & Shop Supermarket Company, LLC – Village Green Dr. – 2/2/17

Review proposals for signage – front façade sign, new sign panel on existing monument sign at Route 202 and Commons Dr. and new panel on existing monument sign at Village Green connector drive with Commons Dr. John Hession, P.E. of BSC Group and Mark Greenberg were present for the application.

Mr. Hession explained that the 95 sf building façade signage that was approved in 2013 has not changed; it will be individual letters and internally illuminated and will be the same color as the sign on the current building (purple). The building is set back from the road approximately 600 ft. Today's discussion will be on the 3 monument signs.

Monument sign #1 is the directional sign located at the entrance to Village Green Plaza. It will only contain the names of the individual businesses in the Plaza. There is no change to the size of that sign.

Monument Sign #2 is located at the entrance to the Commons Plaza and will contain signage for Stop & Shop and People's Bank. The size will remain the same with Stop & Shop using 22 sf (9.5' x 2.4') and People's Bank using 18 sf (9.5 x 1.11). Concerns of the overall scale of the road sign was discussed.

Monument Sign #3 is located at the connector to Village Green Plaza from Commons Dr. It will have signage for Stop & Shop & People's Bank. The size will remain the same with Stop & Shop using 3' x 5' and People's Bank using 1.3' x 5'. All signs will retain the brick on the foundation. The oval containing "The Market" will be removed or replaced with "Village Green" oval. The Committee would like to see a decrease in the size of the ovals on all the signs to better fit the overall scale of the signs.

The Committee did not favor the stark white background that is proposed on the signage and would like to see a more toned down grey background color. Carol Bramley showed pictures of other Stop & Shop signs in Torrington on East Main Street and Unionville. They liked the sign at the Unionville store best (as shown in the picture submitted) because the frame was not solid and has a small opening around it. The Committee also favored a carved sign (similar to the CVS sign across the street) as opposed to the vinyl sign that is proposed.

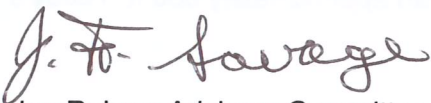
C. Bramley moved for a favorable recommendation with the following conditions, P. McTague seconded:

1. Modify the white background on signs 2 &3 to a muted grey color to match clapboards on store.
2. The size of the panel will not fill opening (4" -6"+/- opening around frame, as shown in picture of Unionville sign in file) on monument signs #2 and #3.
3. Letters on sign will be carved look – signs #2 & #3.
4. All "Village Green" ovals will be decreased in size to better fit the gable area of signs and will be painted in grey tones to match the buildings in the complex. "The "Market" oval on sign #3 to be replaced with "Village Green" oval sized to fit within the gable. .
5. The building wall sign is acceptable as presented.

The motion passed unanimously.

Mr. Hession will submit new drawings after changes are made. Existing lighting will be used on all signs.

Approval of Minutes –December 1, 2016 – J. Savage moved to approve minutes, C. Bramley seconded and motion passed with P. McTague abstaining.


Design Review Advisory Committee

Date 3/2/17