

MINUTES
DESIGN REVIEW ADVISORY COMMITTEE
Wednesday, April 5, 2006 6:30 p.m.
Conference Room
Ground Floor, Town Hall

1. Call to Order - Chairman Bockstael called the meeting to order at 6:35 P.M.
2. Roll Call - Members in attendance: Chairman Bruce Bockstael, Andrea Boyle, Steve Hine, Jay Hallinan and Joe Hickey. Also present: Denise Bradley-Assistant Planner.

Members absent: Antonio Margiotta.

3. Public Comments - There was no one present from the public.
4. [Minutes from the March 1, 2006 meeting](#) - Commissioner Hallinan motioned to approve the minutes as submitted. Commissioner Hine seconded the motion and all members voted in favor.
5. **PROJECT REVIEWS**

5.1 APPLICATION NO. 43-2006 - Casual Male XL - Seeking Sign Review for property located at 1138 Silas Deane Highway.

Jeremy Waycott, of Arnco Sign Company described a proposal to install a new 2'-3" by 25'-2" (56.62 s. f.) wall mounted sign with single line white and tangerine letters on a blue background at 1138 Silas Deane Highway. He commented that the channel letters will be internally illuminated while the background will not. Mr. Durant noted that all of the Big & Tall retailers are undergoing an image rebranding campaign and the stores will now be identified with the name Casual Male XL. Additionally, Mr. Durant stated that the original number given for the store's lineal building frontage of 50'-6" was not accurate and that the actual figure is 30'. Commissioner Hickey questioned whether the proposed signage would still comply with the Zoning Regulations. Denise Bradley noted that because no freestanding sign is proposed, the applicant would be allowed two (2) s. f. of wall signage per lineal foot of building frontage, or 60 s. f. Commissioner Hallinan commented that the proposed sign is an improvement over the existing one and that the color scheme is complementary. Commissioner Hickey motioned to approve the application as submitted. Commissioner Hallinan seconded the motion and all voted in favor.

5.2 APPLICATION NO. 44-2006 - Gatorwash - Seeking sign review for property located at 1715 Berlin Turnpike.

The applicants, Paul and Frank Giangrave and Jason Perrone, of Perrone Studios described the proposal ten (10) new signs as follows:

Detached Signage

One (1) 8' high freestanding pylon sign. There will be two (2) signs affixed to the pylon one (1) 3'-6" by 5' and one (1) 2' by 10" with a combined total of 19.16 s. f.

Wall Signage

One (1) 3'-6" by 5' gable mounted sign totaling 17.5 s. f.

One (1) 8' by 2' vinyl window lettering totaling 16 s. f.

Directional

There are six (6) proposed directional signs. These proposed signs stand 3.3' high and have a total area of approximately 5.2 s. f. each.

Jason Perrone distributed new packets with an enhanced design scheme. Paul Giangrave addressed comments and concerns identified in a letter from Michael Turner, Director of Public Works/Town Engineer dated March 31, 2006. Chairman Bockstael asked whether the protruding oval's located on the left corners of the directional signage could be brought in to round out the rectangle so it is conforming to the space. Mr. Perrone responded that nothing had yet been fabricated and that he would make the recommended changes. He also added that the alligator head and lettering of the signs would be 3-D sculpted. Commissioner Boyle suggested that the size of the alligator head be brought down proportionally so it is less pronounced. Chairman Bockstael asked what type of lighting was planned. Mr. Perrone responded that they are proposing the signs to be ground lit. Commissioner Hallinan motioned to approve the application with the following stipulations:

1. The final schematics of the directional signage are reviewed by the Town Engineer.
2. Proportional changes are made to the oval and the size of the alligator logo on the directional signage.

Commissioner Boyle seconded the motion and all members voted in favor.

6. Other Business - Denise Bradley noted that the Chamber of Commerce was holding a Business After Hours Event at the Connecticut River Community Bank on April 11th and The Connecticut Main Street Center a workshop at Northeast Utilities called Using Design as a Tool for Downtown Revitalization on April 28th. Chairman Bockstael then discussed meetings that took place regarding Wayfinding Signage and the Silas Deane Highway Master Plan.
7. Adjournment - Commissioner Hallinan motioned to adjourn the meeting at 7:31 P.M. Commissioner Boyle seconded the motion and all voted in favor.

Respectfully submitted,

Denise Bradley, Assistant Planner