

WETHERSFIELD ZONING BOARD OF APPEALS
PUBLIC HEARING
May 23, 2005

The Wethersfield Zoning Board of Appeals held a public hearing on May 23, 2005 at 7:00 PM in the Town Hall, 505 Silas Deane Highway, Wethersfield, Connecticut.

PRESENT: Thomas J. Vaughan, Jr., Vice Chairman
Bruce T. Bockstael, Clerk
Frank A. Falvo, Jr.
Gina P. DeAngelo, Alternate

ABSENT: Morris R. Borea, Chairman
Matt Cholewa, Alternate
Craig S. Pinney, Alternate

Also Present: Brian O'Connor, Chief Building & Zoning Official

Vice Chairman Vaughan, Jr. opened the meeting. He explained to the audience that because there are only (4) members present the applications must have a unanimous vote. He stated that because of this, the Applicant will have the option of waiting to be heard next month, free of charge, or they may be heard tonight.

Before the meeting started, the public was welcomed to speak regarding anything except specific cases in the past or on the night's agenda. There was no one present who wished to speak.

APPLICATION NO. 5906-05 Scata Family Limited seeking a variance to create a lot having less than the required square footage at 1341-1345 Silas Deane Highway, west side, Regional Commercial Zone (§5.4).

This application was withdrawn.

APPLICATION NO. 5907-05 Extra Space Storage seeking a variance to erect a banner and an A-Frame sign on the property at 132 Silas Deane Highway, east side, General Business Zone (§6.3).

Ms. Debra Dagenais, 132 Silas Deane Highway, Wethersfield, CT appeared before the Board on behalf of Extra Space Storage seeking a variance to erect a banner and an A-Frame sign. She stated that this plan has already been before the Design Review Board and received a unanimous vote for the banner design, however, the A-frame sign was denied. She stated that the banner will be changed about every month; adding that this banner or sign will be encased in a 2" aluminum frame.

Vice Chairman Vaughan, Jr. questioned why the variance is needed. Mr. O'Connor stated that according to the zoning regulations, banners are not allowed on a permanent basis. He stated that banners are usually only for temporary sales, etc.

Commissioner Falvo, Jr. questioned why this is not considered a sign. Ms. Dagenais stated that she was told that the banner would not fall under the type of signs that are allowed.

Commissioner Bockstael questioned the size of the banner or sign. Ms. Dagenais stated that the banner is 3' x 10'.

Vice Chairman Vaughan, Jr. questioned the A-Frame. Ms. Dagenais stated that because this was denied by the Design Review Board, they are not going ahead with that part of the application.

There were no further questions or comments from the Board.

There was no one in the audience who wished to speak in favor of or in opposition to this application.

APPLICATION NO. 5908-05 Sign Quest seeking a variance to erect a wall sign greater than permitted at 1088 Silas Deane Highway, east side, Regional Commercial Zone (§6.3).

Mr. Gregory Datell, 273 Canal, Shelton, CT appeared before the Board on behalf of Sign Quest seeking a variance to erect a sign greater than permitted. Mr. Datell presented complete sets of three options of plans. He stated that there is a problem with signing and branding the building for Cingular due to the size of the store front width. Mr. Datell stated that what they would like to do is take the "Jack" character icon and stake it above the Cingular name; adding that he feels this gives the best visual and truly enhances the façade of the building. He added that this also keeps in line with the Starbucks signage.

Mr. Datell stated that the Cingular name is only in a 9" letter, which means that they are looking for about a 7' variance. Vice Chairman Vaughan, Jr. questioned if this was correct. Mr. O'Connor stated that a 7.5' variance would be needed.

There were no further questions or comments from the Board.

There was no one in the audience who wished to speak in favor of or in opposition to this application.

APPLICATION NO. 5909-05 Robert J. Motchkavitz seeking a variance to install window signs having greater than the permitted maximum square footage, at 1206 Silas Deane Highway, Suite 2, east side, Regional Commercial Zone (§6.3).

Mr. Robert J. Motchkavitz, 5012 Calvert Street, Cincinnati, Ohio appeared before the Board representing LCA Vision/Lasik Plus seeking a variance to install window signs having greater than the permitted maximum square footage. Mr. Motchkavitz presented the Board with a "Corporate Overview" hand out which also details their requested variance.

Mr. Motchkavitz stated that they need approval for their Corporate Logo which is a "Big Eye" graphic. He stated that this is a vinyl application to the exterior of the window, which you can see out of, however, people outside cannot see in. He added that all their sites have this same corporate logo in their windows and at the bottom of the window it states their phone number and their web site address. Mr. Motchkavitz stated that in speaking with Mr. O'Connor he was requested to remove the advertising of the phone number and web site address; he stated that they would be more than happy to modify their graphics and remove this information.

Mr. Motchkavitz stated that on April 6, 2005 we went before the Design Review Advisory Committee and presented his entire signing package which did include the "Big Eye" graphic. He stated that this was approved from that Committee; adding that the only item that was denied from this Committee was directional signage. He stated that the only signage that he needs a variance for is the "Big Eye" graphic; adding that because of miscommunication with the Signage Contractor this "Big Eye" window sign was already installed; however, it was taken down after he discovered the error. Therefore the pictures that he presented are actual pictures with the signs installed on the site at 1206 Silas Deane Highway and not just an illustration.

Mr. Motchkavitz stated that they are proposing the graphics to be installed on the front, which faces Silas Deane Highway, the side, which faces a side road but can be seen as you drive up Silas Deane Highway from I-91, and the rear of the building, which is their parking lot and patient access to the facility.

Mr. Motchkavitz stated that there is a total of 46.75' frontage along the Silas Deane Highway. He stated that the Town code would allow for 93.5 square feet of signage; adding that the signs that have already been installed amount to 70 square feet; leaving 23.5 square feet remaining. He stated that they can install one "Big Eye" graphic and still be in compliance. Therefore, in essence they are only requesting permission to install two "Big Eye" graphic signs; one on

the front window on Silas Deane Highway and the other on the side window. He stated that the total square footage he is requesting for the "Big Eye" graphic or "Corporate Logo" is 83.32 square feet. He stated that their situation is unique as access to their building is from the rear. He stated that high visibility for our patients and customers is important as an advertising tool and also as a "Corporate" identity. He stated that they could presumably reduce the size of the "Big Eye" graphic; however, this would not fit in with the "Corporate Logo". He added that their Landlord has no objection to these signs.

Commissioner Bockstael questioned if it would work if he had to choose one (1) window that exceeded the square footage. Mr. Motchkavitz stated that that would work. He stated that they would ideally want the sign in the back; as this is a welcoming to their patients and customers. His second choice would be the window which faces the side; as he feels there is more traffic coming from that direction.

Vice Chairman Vaughan, Jr. confirmed that this application is for quite a lot of more square footage than is allowed. Mr. Motchkavitz stated that he understands this.

Mr. O'Connor stated that the windows are smaller in the rear, so in putting a sign in the rear it meets the regulations. He stated that in his application he is requesting to put up two additional signs; one on the front and one on the side. Mr. O'Connor confirmed with Commissioner Bockstael that he is requesting that he have the one sign in the rear and then pick one of the other two window signs; the front or the side. Commissioner Bockstael stated that this is not what he originally asked but he could go along with that.

Commissioner Bockstael stated that if the side window was chosen then the variance would be for 5 feet.

There were no further questions or comments from the Board.

There was no one in the audience who wished to speak in favor of or in opposition to this application.

WETHERSFIELD ZONING BOARD OF APPEALS
VICE CHAIRMAN VAUGHAN, JR.

Commissioner Bockstael, Clerk

**WETHERSFIELD ZONING BOARD OF APPEALS
PUBLIC MEETING
May 23, 2005**

The Wethersfield Zoning Board of Appeals held a public hearing on May 23, 2005 at 7:00 PM in the Town Hall, 505 Silas Deane Highway, Wethersfield, Connecticut.

PRESENT: Thomas J. Vaughan, Jr., Vice Chairman
Bruce T. Bockstael, Clerk
Frank A. Falvo, Jr.
Gina P. DeAngelo, Alternate

ABSENT: Morris R. Borea, Chairman
Matt Cholewa, Alternate
Craig S. Pinney, Alternate

Also Present: Brian O'Connor, Chief Building & Zoning Official

DECISIONS FROM PUBLIC HEARING

APPLICATION NO. 5906-05 Scata Family Limited seeking a variance to create a lot having less than the required

square footage at 1341-1345 Silas Deane Highway, west side, Regional Commercial Zone (§5.4).

Application was withdrawn by Applicant.

APPLICATION NO. 5907-05 Extra Space Storage seeking a variance to erect a banner/sign and an A-Frame sign on the property at 132 Silas Deane Highway, east side, General Business Zone (§6.3).

Upon motion made by Commissioner Bockstael seconded by Commissioner Falvo, Jr. and a poll of the Board it was unanimously voted the banner/sign in the above application **BE APPROVED** with the following stipulations:

1. Banner/sign must be displayed in aluminum frame.
2. Banner/sign shall not go over the allowed square footage.

Upon motion made by Commissioner Bockstael seconded by Commissioner Falvo, Jr. and a poll of the Board it was unanimously voted that the A-Frame sign in the above application **BE DENIED**.

APPLICATION NO. 5908-05 Sign Quest seeking a variance to erect a wall sign greater than permitted at 1088 Silas Deane Highway, east side, Regional Commercial Zone (§6.3).

Upon motion made by Commissioner Falvo, Jr., seconded by Commissioner DeAngelo and a poll of the Board it was unanimously voted that the above application **BE APPROVED** as presented on sheet #1.

APPLICATION NO. 5909-05 Robert J. Motchkavitz seeking a variance to install window signs having greater than the permitted maximum square footage, at 1206 Silas Deane Highway, Suite 2, east side, Regional Commercial Zone (§6.3).

Upon motion made by Commissioner Bockstael seconded by Vice Chairman Vaughan, Jr. and a poll of the Board it was unanimously voted that the above application **BE APPROVED** with the following stipulation:

1. Window sign may be installed in side and rear window; but not in front window on the Silas Deane Highway.

APPROVAL OF MINUTES

Upon motion made by Commissioner Falvo, Jr., seconded by Commissioner Bockstael and a poll of the Board it was unanimously voted that [the minutes of April 25, 2005](#) **BE APPROVED**.

ADJOURNMENT

The meeting was adjourned at 7:45 PM.

WETHERSFIELD ZONING BOARD OF APPEALS
VICE CHAIRMAN VAUGHAN, JR.

Commissioner Bockstael, Clerk