

**MINUTES**  
**DESIGN REVIEW ADVISORY COMMITTEE**  
**Wednesday, August 3, 2008, 6:30 p.m.**  
**Town Hall Conference Room #1**

- 1) **Call to Order** – Mr. Bockstael called the meeting to order at 6:33 p.m.
- 2) **Roll Call** - Members in attendance: Bruce Bockstael, Andrea Boyle, Jay Hallinan, Joe Hickey, and Steve Hine. Also present was Denise Bradley, Assistant Planner.

Members absent: Tony Margiotta.

- 3) **Public Comments** - There was no one from the public in attendance.
- 4) **Minutes** – Minutes of the July 16, 2008 meeting. Ms. Boyle made a motion to approve said minutes, Mr. Hine seconded, and the vote showed all in favor.

**5) PROJECT REVIEWS**

**5.1 APPLICATION NO. 117-2008** – Work Out World (W.O.W.) – 1392 Berlin Turnpike/Jordan Lane Shopping Center – Judy Pawlowski of Work Out World came before the commission seeking approval of the primary proposed signage drafted by Signs & Digital Graphics (2A Kirtland Street, Deep River, CT 06417), that of which was discussed before the commission at the July 16, 2008 meeting.

Ms. Pawlowski explained that the proposed signage is currently being used at other locations and that the company would like this trend to continue. She indicated that other businesses in the Jordan Lane Shopping Center have company-specific logos containing a variety of colors. Mr. Bockstael explained that if Cedar Shopping Centers, Inc. does not take issue with the various colored signs that already exist at the Jordan Lane Shopping Center, then this commission is not in the position to do so.

Ms. Pawlowski provided written approval of the primary design from Jordan Lane Shopping Center's owner, Cedar Shopping Centers, Inc. Mr. Hallinan noted that if the primary proposed sign damages or scars the existing structure, that the tenant be held accountable for that damage. Ms. Bradley concurred with Mr. Hallinan, stating that this accountability was within the landlord's requirements. Mr. Hickey made a motion to approve the primary proposed sign, Mr. Hallinan seconded, and the vote showed all in favor.

**5.2 APPLICATION NO. 119-2008** – Little Caesar's Pizza – 1380-1430 Berlin Turnpike/Jordan Lane Shopping Center - Mr. James L. Bannister came before the commission seeking a review of proposed signage (Options A, B & C). A discussion ensued as to the various examples presented.

Mr. Bannister explained that the preferred signage, containing the company logo, would fall slightly under 30 feet.

Therefore, when taking into consideration the zoning regulation mentioned by Ms. Bradley of 15.3 feet, Mr. Hickey concluded that in order to meet zoning regulations, the preferred signage would have to be reduced by 50%.

Mr. Bockstael was concerned that if the preferred signage was allowed, issues with consistency in the marquee would emerge. He offered that Mr. Bannister might consider making an inquiry to corporate for smaller scale or stacked logo signage options. Mr. Hine suggested logo deletion and recommended more examples be created since there is an adjacent tenant to consider.

Mr. Hallinan stated that even though the preferred signage was not out of proportion, a photograph of the business location should be taken for purposes of superimposing, thus allowing the issue to be placed into context. Mr. Bockstael also mentioned that if the logo was of importance in the signage and stacking would desirably achieve Mr. Bannister's signage objective, then providing an example as such would place the matter in a proper context for review by the PZC if necessary. Mr. Bannister remarked that he would need to speak with corporate regarding these issues, as 18 feet was the smallest sign the franchise has utilized historically.

Mr. Bockstael made a motion to approve "Option C", the signage containing the business name as centered in the sign, omitting the company logo. Mr. Hickey seconded, and the vote showed all in favor.

- 6) Other Business** – Ms. Bradley spoke of Comstock Ferre. The Wetlands commission had approved a revised plan from Mr. Cocomo, the property owner. At this point, it is not anticipated that the issue will come before planning and zoning. The owner is working with another developer regarding the central plan, which will be dramatically changed. The HDC would review the new plan prior to any necessitated review from this commission.

Ms. Bradley mentioned that she has an upcoming meeting with Close, Jensen & Miller regarding the proposal for the Buck Art Barn. The proposal is for an arts academy in the complex. Mr. Bockstael suggested and Ms. Bradley confirmed that the fire marshal is to attend the meeting.

Ms. Bradley indicated there is an item on the PZC agenda regarding the Boiler Room (f/k/a The Wild Rover). The sign for the business has changed, but the actual structure remains the same. The business recently changed hands, and there is an outstanding issue concerning outdoor seating.

Ms. Bradley mentioned that flood plan zoning regulation changes by FEMA, as mentioned in the Hartford Courant (see August 22, 2008 article: New Maps Put Some Hartford-Area Properties In Flood Zones), will have an effect on some Wethersfield properties. The flood zone classifications are being modified and, as a result, structures may be added or removed from flood zone status.

Mr. Bockstael spoke of the overlay zoning committee's encouragement of the concept of controlled development without adversely affecting said development's surrounding neighborhood. He believes this notion was demonstrated in the development of the property

located west side of the Silas Deane Highway (across from the Cross Automotive) near Wells Road.

Ms. Bradley expressed Mr. Gillespie's desire, with respect to going forward with overlay zoning issues, is to utilize one definition of mixed use. This definition would be established by all areas of the PZC instead of using zone change or spot location approaches when addressing this type of property development. Mr. Hickey recommended that public notice regarding this issue be essential to the process in addressing development.

Ms. Bradley confirmed that this committee would be reviewing the High School & Hanmer Elementary School renovation projects after Mr. Hallinan made such inquiry.

- 7) **Next Meeting Date:** September 17, 2008 (regularly scheduled date).
- 8) **Adjournment** – Mr. Bockstael made a motion to adjourn the meeting at 7:35 p.m. Mr. Hallinan, seconded, and the vote showed all in favor of adjournment.

Respectfully submitted,  
Ellen Goslicki  
Committee Recording Secretary