

Town of Glastonbury  
Architectural and Site Design  
Review Committee  
12.9 Minor Change Permit Application

Re: Monument Sign  
2955 Main Street

Dear Committee Members;

We are requesting your recommendation to use a red background on the "URGENT CARE" panel in the existing multi-tenant wayfinding monument sign due to Visibility and Safety concerns.

Many patients visiting an Urgent Care facility are feeling anxious, stressed and/or ill, creating an increased sense of confusion. The entrance to 2955 Main Street is a busy intersection with cars traveling swiftly east and west on Main Street and entering and exiting from various parking lots, as well as a very busy 4-way intersection. All these factors increase the complex task of finding and reading signs in the real world while driving in live traffic.

It has been scientifically proven that the color red catches driver's attention and reduces reaction time. It is critical to have the sign in red to help drivers to identify the entrance safely and efficiently for Urgent Medical needs. The red sign will help the driver seeking urgent care to avoid unnecessary slowing, stopping, or potentially making illegal turns at the entrance.

The use of the color red will improve sign visibility and reaction time of drivers to assist in driver safety and the safety of others on the road.

Our hope is that the information provided will assist the committee in deciding to recommend our application for a red background on the wayfinding monument sign.

Thank you for your time and consideration.

Respectfully,



Dr. Jeannie Kenkare

**Town of Glastonbury**  
**Office of Community Development**  
**RECEIVED**  
**SEP 8 2022**





Aluminum face with cut-out text backed up with white acrylic.



**GRAPHIX**  
SIGN SOLUTIONS LLC

SIGNAGE & BRANDING PROFESSIONALS

366 Kreiger Lane  
Glastonbury, CT 06033  
860.557.9755

ARCHITECT/DESIGN

KMK

CLIENT

POUC  
Brookfield, CT

APPROVED     APPROVED AS NOTED  
 REVISE & RESUBMIT

PROJECT MANAGER

Karin Knobel

JOB NAME / LOCATION

2955 Main Street  
Glastonbury, CT

PROJECT

Monument

INSTALLATIONS

Monument Faces

DWG. NO.    REF. DWG.

2569POUC-M

DATE	SHEET
5.17.22	1 of 6

REVISION NO. 1



# GRAPHIX SIGN SOLUTIONS, LLC

SIGNAGE & BRANDING PROFESSIONAL

36 G Kreiger Lane  
Glastonbury, CT 06033  
860.657.9755

ARCHITECT/DESIGN

CLIENT

Physicianone Urgent Care

- APPROVED  APPROVE AS NOTED
- DISAPPROVED - REVISE & RESUBM.

CLIENT SIGNATURE DATE LANDLORD SIGNATURE PD

SALESPERSON PROJ. MANAGER

Karin Knobel

JOB NAME / LOCATION

2965 Main Street  
Glastonbury, CT

INSTALLATIONS

Signage

DWG. NO. REF. DWG.

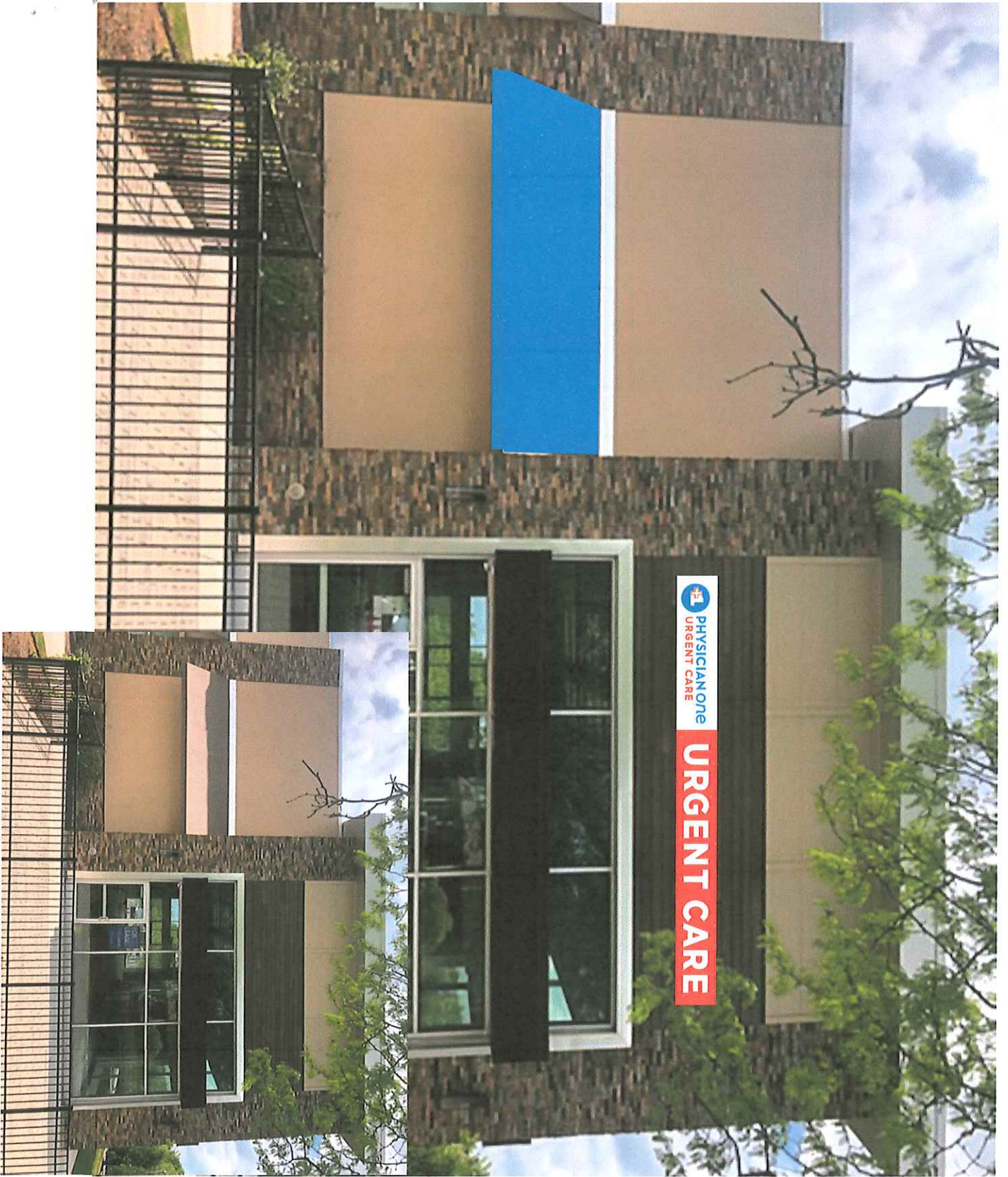
3379POUC

DATE SHEET

5.17.22 2 of 6

REVISION NO. 1





**GRAPHIK**  
SIGN SOLUTIONS LLC

SIGNAGE & BRANDING PROFESSIONALS  
36G Kreiger Lane  
Glastonbury, CT 06033  
860.657.9755

ARCHITECT/DESIGN \_\_\_\_\_

CLIENT \_\_\_\_\_  
Physicianone Urgent Care

- APPROVED  APPROVED AS NOTED
- DISAPPROVED - REVISE & RESUBMIT

CLIENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_ LANDSCAPE SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

SALESPERSON \_\_\_\_\_ PROJ. MANAGER \_\_\_\_\_

Karin Knobel

JOB NAME / LOCATION \_\_\_\_\_

2955 Main Street  
Glastonbury, CT

INSTALLATIONS \_\_\_\_\_

Signage

DWG. NO. \_\_\_\_\_ REF. DWG. \_\_\_\_\_

3378POUC \_\_\_\_\_

DATE \_\_\_\_\_ SHEET \_\_\_\_\_  
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REVISION NO. 1