



Town of Glastonbury
Planning and Zoning Commission
12.9 Minor Change Permit Application

Re: Monument Sign 2955 Main Street

Dear Commission Members;

We are requesting your approval 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. PhysicianOne Urgent Care manages higher acuity patients than the other urgent care centers in our area. Of our 15,000 visits each year, about 2% walk-in with life-threatening conditions (that is about 5-6 patients each week) in which seconds and minutes could mean the difference in survival and long term outcomes. A wrong turn or inability to easily find the site therefore could be catastrophic. 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 commission in deciding to approve our application for a red background on the wayfinding monument sign.

Thank you for your time and consideration.

Respectfully,

Dr. Jeannie Kenkare







36G Kreiger Lane Glastonbury, CT 06033 860.657.9755

ARCHITECT/DESIGN

CLIENT

Physicianone Urgent Care

□ APPROVED

APPROVE AS NOTEI

DISAPPROVED - REVISE & RESUBM.

CLIENT SIGNATURE DATE LANDLORD SIGNATURE DA

SALESPERSON

PROJ. MANANGER

Karin Knobel

JOB NAME / LOCATION

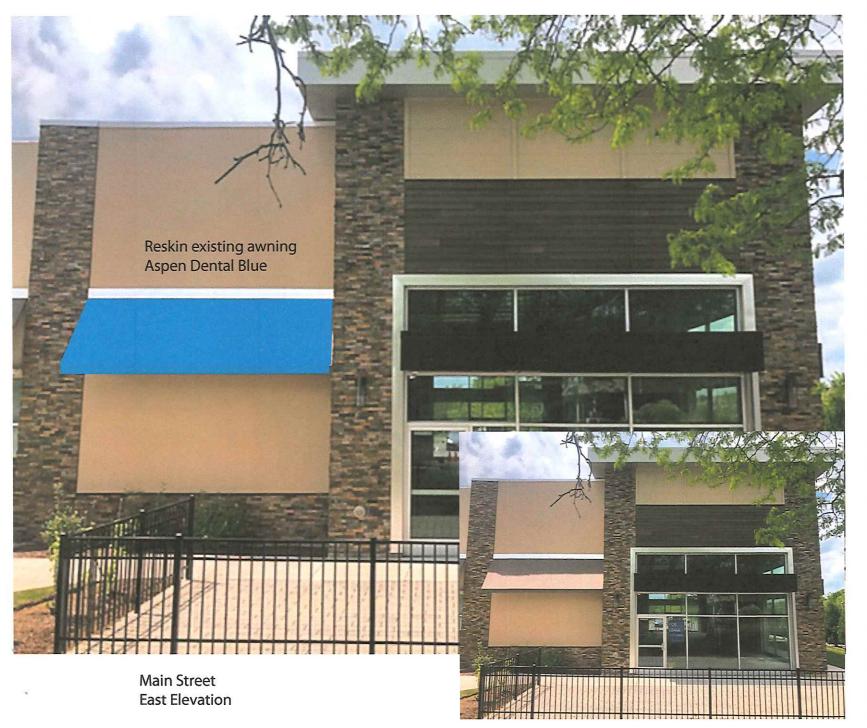
2955 Main Street Glastonbury, CT

INSTALLATIONS

Signage

DWG. NO.	REF. DWG.
3379POUC	
DATE.	SHEET
5.17.22	2 of 6

REVISION NO.1





36G Kreiger Lane Glastonbury, CT 06033 860.657.9755

ARCHITECT/DESI	GN
CLIENT	
Physicianone	Urgent Care
APPROVED	APPROVED AS NOTED
DISAPPROVED	- REVISE & RESUBMIT
CLIENT SIGNATURE DAT	E LANDLORD SIGNATURE DATE
SALESPERSON	PROJ. MANANGER

JOB NAME / LOCATION

Karin Knobel

2955 Main Street Glastonbury, CT

INSTALLATIONS

Signage

DWG. NO.	REF. DWG.
3378POUC	
DATE.	SHEET
5.17.22	3 of 6



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



GNAGE & BRANDING PROFESSIONA

36G Kreiger Lane Glastonbury, CT 06033 860.657.9755

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