

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





Reskin existing awning

West Elevation
Tenant Entrance



GRAPHIK
SIGN SOLUTIONS LLC

SIGNAGE & BRANDING PROFESSIONAL

36G Kreiger Lane
Glastonbury, CT 06033
860.657.9755

ARCHITECT/DESIGN

CLIENT

Physicianone Urgent Care

APPROVED APPROVE AS NOTED

DISAPPROVED - REVISE & RESUBMIT

CLIENT SIGNATURE DATE LANDLORD SIGNATURE DATE

SALESPERSON PROJ. MANAGER

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



Reskin existing awning
Aspen Dental Blue

Main Street
East Elevation



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ARCHITECT/DESIGN

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SALESPERSON

PROJ. MANAGER

Karin Knobel

JOB NAME / LOCATION

2955 Main Street
Glastonbury, CT

INSTALLATIONS

Signage

DWG. NO.

REF. DWG.

3378POUC

DATE.

SHEET

5.17.22

3 of 6

REVISION NO.1



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



GRAPHIK
SIGN SOLUTIONS LLC

SIGNAGE & BRANDING PROFESSIONALS

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Glastonbury, CT 06033
860.657.9755

ARCHITECT/DESIGN	
KMK	
CLIENT	
POUC Brookfield, CT	
<input type="checkbox"/> APPROVED	<input type="checkbox"/> APPROVED AS NOTED
<input type="checkbox"/> 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	