



STAFF REPORT

OFFICE OF COMMUNITY DEVELOPMENT

Application:	4297	Submission Date:	August 4, 2022
Meeting Date:	October 18, 2022	Date of Receipt:	August 23, 2022
Agenda Item:	Regular Meeting #3	Application Type:	Section 12.9 Minor Change

Applicant:

Karin Knobel

Owner: Carpionato Group

Proposal:

Modification to approved sign package

Proposal Address:

2955 Main Street

Zone: Planned Business and Development Zone

Existing Land Use:

Retail Shopping Center.

Prior Reviews/ Permits:

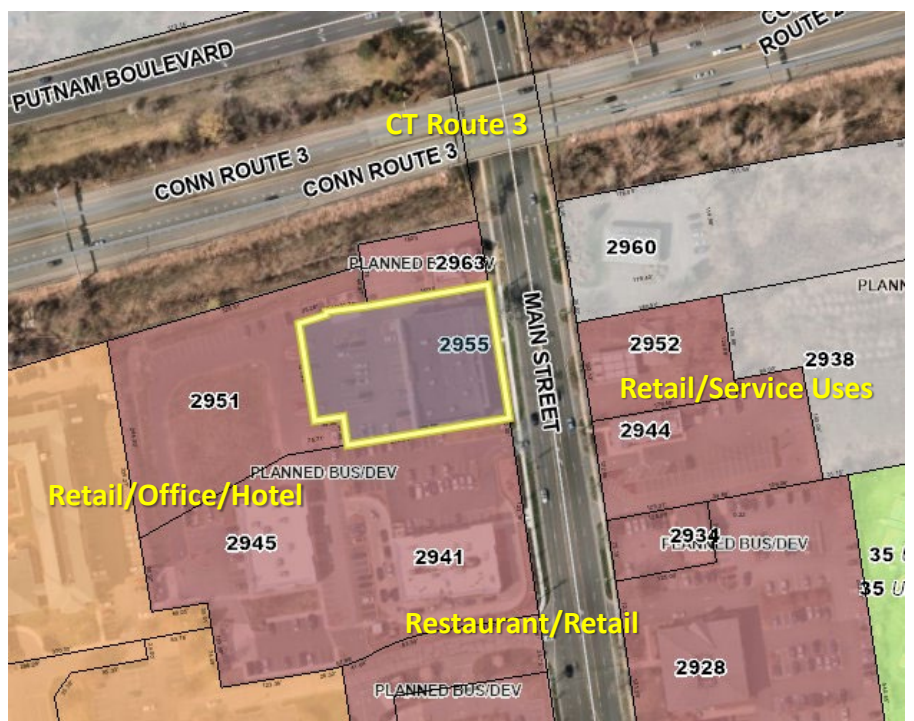
- Architectural and Site Design Review Committee – 09/20/2022

Attached for Review:

- Site plans
- Minutes from previous meetings
- Draft motion

Executive Summary

- The proposal is a change to the approved sign package for the Shops on Main – 2955 Main Street
- The applicant is proposing to modify the approved monument sign design to allow a red background for their tenant sign. They are also proposing to change the color of the tenant space awning from tan to blue.



Site location, zoning and land uses

Site Description

The property is .85 acres and is part of the Shops on Main retail shopping plaza located at 2955 Main Street. There are 3 buildings completed and a fourth building currently under construction. The monument sign is located on the north side of the driveway to the site.

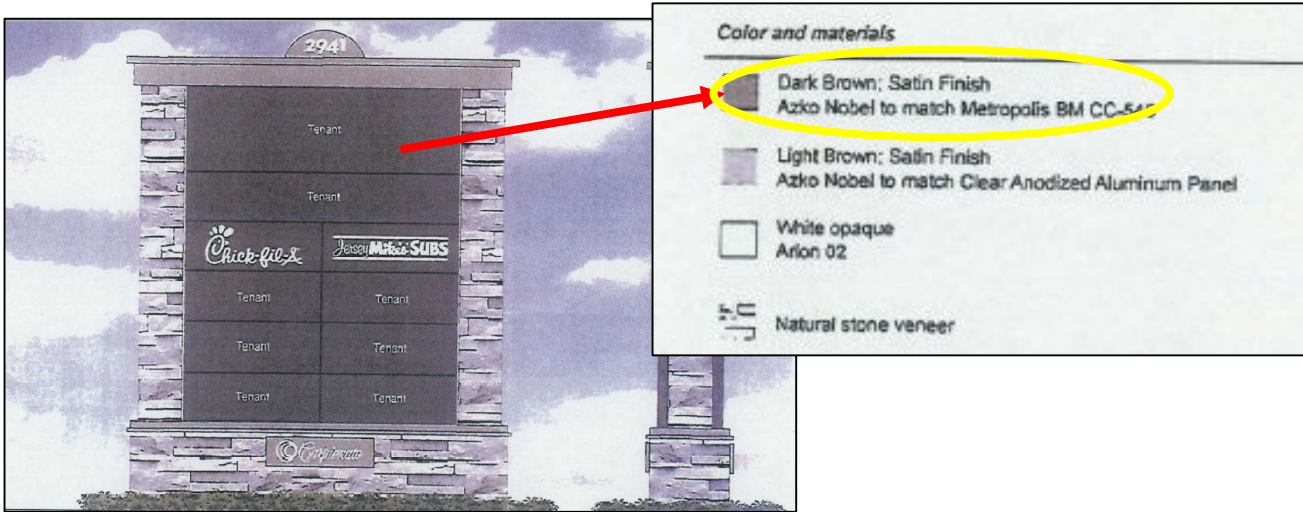
Proposal

The applicant, PhysicianOne Urgent Care, will occupy the northern tenant space and is proposing to install a tenant sign panel in the monument sign with a red background instead of the approved brown background. They are also proposing to change color of the awnings for their tenant space from tan to blue.

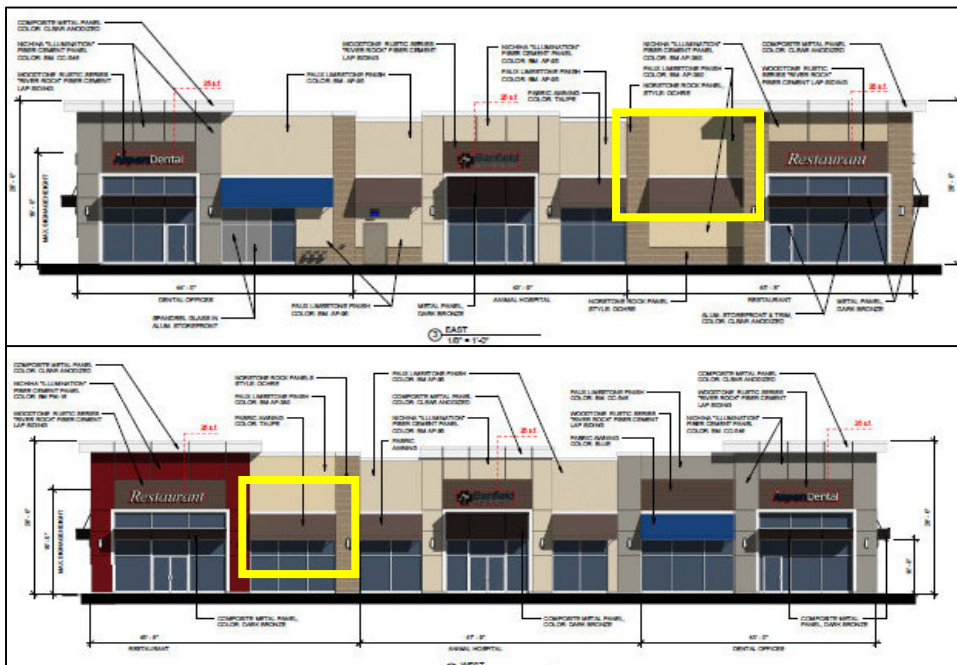
Planning and Zoning Analysis

The TPZ approved the Shops on Main plaza in 2017. Part of the approval was a sign package that included the current design of the monument sign and the exterior architectural design and colors of the buildings. The approval specifies tan awnings and that tenant signage within the monument sign are to have a brown back ground with white lettering.

The applicant was advised that to have a red background (see attached) would require a modification to the approved sign package. The Architectural and Site Design Review Committee reviewed the proposal at their September 20, 2022 meeting. At that meeting they provided a favorable recommendation for the blue awnings and a non-favorable recommendation for the red tenant sign.



Above – Approved Monument Sign Specifications; Below – Approved Awnings



TOWN PLAN AND
ZONING COMMISSION

SECTION 12 .9 MINOR CHANGE

APPLICANT: KARIN KNOBEL
GRAPHIK SIGN SOLUTIONS, LLC
36 G KREIGER LANE
GLASTONBURY, CT 06033

OWNER: CARPIONATO GROUP
1414 ATWOOD AVENUE
JOHNSTON, RI 02919

FOR: 2955 MAIN STREET

MOVED, that the Town Plan & Zoning Commission approve the application of the Karin Knobel for a Section 12.9 Minor Change for modifications to an approved sign package – 2955 Main Street – Planned Business and Development Zone, in accordance with plans on file with the Office of Community Development; and as this is a Section 12.9 Minor Change, if unforeseen conditions are encountered during construction that would cause deviation from the approved plans, the applicant shall consult with the Office of Community Development to determine what further approvals, if any, are required.

APPROVED: TOWN PLAN & ZONING COMMISSION
OCTOBER 18, 2022

ROBERT J. ZANLUNGO JR., CHAIRMAN



Architectural & Site Design Review Committee Report

MEETING DATE: 09/20/2022
 APPLICANT: Dr. Jeannie Kenkare
 PROPERTY ADDRESS: 2955 Main Street
 ZONE: Planned Business and Development Zone

ADSRC MEMBERS PRESENT:

M. Branse B. Davis D. DeVries-Dalton D. Flinchum J. Kamm
 A. Luzi R. Shipman

APPLICATION: New Construction Addition Exterior Renovation Demolition
 Other: Modification to approved sign package to allow a red background on tenant sign

ACTION: ASDRC forwards a favorable recommendation with regard to architectural and landscape design as noted
 ASDRC forwards a non-favorable recommendation with regard to architectural and landscape design as noted
 Additional design studies/information requested
 Other: _____

EXCEPTIONS AND/OR RECOMMENDED OPTIONS

VOTE ON OF RECOMMENDATIONS:

For: 7 Against: 0
 Discussion – See Attached



 Chairman, ASDRC



Architectural & Site Design Review Committee Report

MEETING DATE: _____
 APPLICANT: _____
 PROPERTY ADDRESS: _____
 ZONE: _____

ADSRC MEMBERS PRESENT:

- M. Branse B. Davis D. DeVries-Dalton D. Flinchum J. Kamm
 A. Luzi R. Shipman

APPLICATION: New Construction Addition Exterior Renovation Demolition
 Other: _____

ACTION: ASDRC forwards a favorable recommendation with regard to architectural and landscape design as noted
 ASDRC forwards a non-favorable recommendation with regard to architectural and landscape design as noted
 Additional design studies/information requested
 Other: _____

EXCEPTIONS AND/OR RECOMMENDED OPTIONS

VOTE ON OF RECOMMENDATIONS:

For: _____ Against: _____

Discussion – See Attached

Chairman, ASDRC

THE GLASTONBURY ARCHITECTURAL & SITE DESIGN REVIEW COMMITTEE REGULAR MEETING MINUTES OF TUESDAY, SEPTEMBER 20, 2022

The Glastonbury Architectural and Site Design Review Committee with Jonathan E. Mullen, AICP, Planner, and Greg Foran, Tree Warden, in attendance, held a Regular Meeting at 5:00 P.M in the Council Chambers of Town Hall at 2155 Main Street with an option for Zoom video conferencing. The video was broadcast in real time and via a live video stream.

1. ROLL CALL

Commission Members Present

Mr. Brian Davis, Chairman

Ms. Debra DeVries-Dalton, Vice Chairman {participated via Zoom video conferencing}

Mr. Mark Branse, Secretary

Mr. David Flinchum {participated via Zoom video conferencing}

Mr. Jeff Kamm

Ms. Amy Luzi

Mr. Robert Shipman

Vice Chairman Dalton called the meeting to order at 5:07 P.M. Chairman Davis arrived at 5:20 P.M. as the Vice Chairman left.

2. 2955 MAIN STREET – change to approved sign package to allow red background for PhysicianOne Urgent Care on multi-tenant monument sign and awning color change from tan to blue – Planned Business & Development Zone – Dr. Jeannie Kenkare, applicant

Karen Knobel of Graphik Sign Solutions, LLC, presented the proposal to change the approved sign package for PhysicianOne Urgent Care to allow a red background. The applicant, Dr. Jeannie Kenkare, explained that the red background for urgent care is recognizable for patients, to enable the patient to find their offices quickly and not delay their care. Ms. Knobel added that they also propose changing the awning color from tan to blue.

Mark Branse asked about the square footage of the awnings. Ms. Knobel stated that it has not been calculated because there is no lettering on them. Mr. Branse noted that colored awnings still count towards the maximum allowable sign square footage for the building, and the proposed blue awning would put them over the maximum. He then stated that there are other urgent care and hospital facilities which do not use the red coloring, such as Hartford Hospital. Dr. Kenkare pointed out that Hartford Hospital's sign is massive, and on its own building. PhysicianOne Urgent Care is in a multi-unit building. Mr. Shipman has no issue with the red background. When a patient is looking for medical help, seeing something red that says 'urgent care' would be important.

Mr. Flinchum expressed concern about the red background as he feared it would overpower the rest of the tenant signs. He suggested either adding other colors to the pylon sign or having a

white background with orange or red letters. Ms. Dalton agreed. Ms. Knobel pointed out that, at this time, they are allowed to use the entire tenant sign space, but when another unit is leased, PhysicianOne will have only half the space. Therefore, it is important that the sign be red so that it stands out.

Mr. Branse stated that other businesses can come in and say that their services are urgent, too. Mr. Kamm agreed, explaining that the walk-in clinic is a business, the same as Aspen Dental or Chick-Fil-A. Dr. Kenkare countered that a hospital or trauma center is a business as well: This is about safety and recognition for the site. They have had this challenge already, which can delay care that might be life or death.

Mr. Branse stated that perhaps this is the wrong location for the facility. Ms. Knobel countered that it is a good location, but simply needs to be easier for people to spot. She asked about the approval process for Aspen Dental's blue awnings. Mr. Mullen noted that Aspen Dental has three signs, which is more than the standard two, as part of the special approval they requested from the TPZ. Mr. Branse asked if the urgent care's shade of blue is the same as Aspen Dental's. Ms. Knobel stated that it is close. Mr. Mullen noted that, right now, there are blue and beige color awnings there. Mr. Davis prefers changing it, so that both ends would be blue while the middle remains tan.

Ms. Luzi suggested a tan background with red letters. Dr. Kenkare stated that the blue awning is their brand recognition, especially since they are not putting their name on the pylon sign - simply 'urgent care.' Mr. Kamm stated that the pylon sign is a pedestrian sign, not a building sign, so the normal standard makes sense. Ms. Knobel remarked that the problem with the building signs is that the entrance is on the other side, so if people see it while driving, there will be confusion about how to enter the site. Ms. Luzi prefers a standard background with red letters as a compromise approach.

Mr. Flinchum agreed with Mr. Branse's comments that the site is a bad choice for this type of business, as far as visibility. The proposed red background with different letter types dominates every other panel on the sign, which is unfair to the other tenants. He values architectural consistency and finds it unfortunate that the applicant came to them late for this type of use. He is not a fan of deviating from the approved signage for any reason.

Mr. Mullen clarified that there is one remaining approved space for a sign above the urgent care space on the monument sign; it is up to the landlord to decide who gets that top billing. Mr. Flinchum is uncomfortable allowing a special color for the size of sign the urgent care currently occupies. He also prefers Ms. Luzi's suggestion of a tan background with red letters. Mr. Davis suggested putting a backdrop on the graphic with white letters and a dark background. Because the letters are larger and bolder, it will stand out during the day and night, especially since it is backlit. Ms. Luzi finds that if the letters are backlit, then keeping them white would make more sense.

Motion by: Commissioner Branse

Seconded by: Commissioner Davis

MOVED, that the Glastonbury Architectural and Site Design Review Committee forwards a favorable recommendation to the Town Plan and Zoning Commission for the change in awning color at the north side of the building to blue to match the awnings at the south of the building.

Result: Motion passed unanimously {6-0-0}.

Motion by: Commissioner Branse

Seconded by: Commissioner Davis

MOVED, that the Glastonbury Architectural and Site Design Review Committee forwards a non-favorable recommendation to the Town Plan and Zoning Commission for the change in background color of the pylon sign to red.

Result: Motion passed unanimously {6-0-0}.

3. Other Business *None*

With no further comments or questions, the Chairman adjourned the meeting at 6:11 P.M.

Respectfully Submitted,

Lilly Torosyan
Lilly Torosyan
Recording Clerk