



TOWN OF OLD SAYBROOK
Architectural Review Board

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Executive Board
Emily Grochowski, Chairman
Edward Armstrong, Vice Chairman
Kate Caldarella, Secretary
Donna Leake
Kathryn Toolan
Alternate Members
Tina Rupp
Andre Laferriere

MINUTES
REGULAR HYBRID MEETING
Monday, August 23, 2021 at 7:00 p.m.

I. REGULAR BUSINESS

A. Roll Call

The Chair, Emily Grochowski, called the meeting to order at 7:00 p.m.

Members present: Emily Grochowski, Edward Armstrong, Kate Caldarella, Kathryn Toolan, and Andre LaFerriere seated for Donna Leake

Members absent: Donna Leake and Tina Rupp

The Chair moved to hear the agenda item “Minutes” after “New Business.”

II. NEW BUSINESS

A. “SaveATree, LLC” Application for Certificate of Zoning Compliance for Signs
1325 Boston Post Rd., Map 27/Lot 24, Gateway Business B-4 District

The applicant was not present at start of meeting. The Chair moved to hear “SaveATree” application to the end of New Business.

B. “Annabella Lashes” Application for Certificate of Zoning Compliance for Signs
1029 Boston Post Road, Map 28/Lot 36, Shopping Center Business B-2 District

Anna Faust, applicant, presented the sign application. She is applying to install a free standing sign at 34”x34,” and a roof sign at 16”x72”x0.75.” There was a brief discussion regarding the roof sign, and how regulations do not allow signs above the roof line. E. Grochowski stated that per the Zoning Enforcement Officer, the roof sign was grandfathered in. The applicant stated that the free-standing sign is lit from below and is on a timer. She anticipates turning it off at close of business.

Ed Armstrong commented that on the free-standing sign, the logo could be bolder to provide more contrast. The suggestion was made to bolden the lines in the logo, and reverse the image, making the lettering and art white and bolder, and the background black or darker.

There was agreement that the roof sign should also be reversed, making the background dark.

The Chair also asked that a fresh coat of paint, matching the sign color, be applied to the posts of the free-standing sign.

MOTION by A. Laferriere to recommend approval of **“Annabella Lashes” Application for Certificate of Zoning Compliance for Signs** with the following recommendations: 1) that the colors are reversed on both signs, with dark background and light or cream colored lettering/logo, 2) to make the logo bold on the free-standing sign, and 3) apply a fresh coat of paint to the posts on the free standing sign, to match the sign, or with contrasting white color, at 1029 Boston Post Rd., Map 28/Lot 36, Shopping Center Business B-2 District; **SECONDED:** K. Toolan; **VOTING IN FAVOR:** E. Grochowski, E. Armstrong, K. Caldarella, K. Toolan and A. Laferriere; **ABSTAINING:** None. **OPPOSED:** None. **APPROVED:** 5-0-0.

C. **“Old Saybrook Auto Mall” Application for Certificate of Zoning Compliance for Signs**
255 Middlesex Tpke, Map 52/Lot 3, Gateway Business B-4 District

Tracy Becker of Sign Pro presented the sign application. They are going to work with the existing sign structure, clean it up and paint it, and add a stone base. The overall size does not change. Ms. Becker showed the proposed design via screen share, showing daytime and nighttime with illumination.

E. Grochowski asked if the lighting stayed on all night. The applicant wasn't sure but believes it is on a timer. E. Grochowski asked that the lights be on a timer and are not on all night. The applicant was in agreement that lights would shut off one hour past closing.

E. Armstrong commented in favor of the stone base and would recommend approval. A. Laferriere asked about energy efficiency, color temperature and type of lighting used. Applicant stated they will be lit with LED modules, and was unsure of the color temperature. A. Laferriere suggested a color temperature of 5500 kelvin.

E. Grochowski asked members to consider consistency of color, referring to the signs at Walmart and Kohls which have multiple tenants, but are consistent with color, not allowing individual companies to have their own colors. She also stated she would like to see some plantings at the perimeter of the stone base. E. Grochowski suggested placing street numbers in the blank blue space above the stone pedestal.

E. Grochowski summarized as follows:

- add landscaping at stone base,
- add gray or white vinyl numbers for the street address in blue area,
- display all dealership logos in black and white
- have timer on lights to shut off 1 hour after close

Landon Sock, one of the owners and president of the CT Auto Mall Association gave his perspective on the sign update, voicing his frustrations. E. Grochowski responded that the Board wants to take good care with the sign, that there have been many complaints from town people about how large and how bright the sign is. E. Armstrong added that the Board is applying the design standards that they are tasked to do.

Discussion among Board members, who agreed on maintaining consistency in applying design standards. The Chair made the motion, seconded by A. Laferriere. The Chair asked the applicant if they had any questions, to which there was no response. The Chair asked for a vote, at which point Mr. Sock interrupted, asking for clarification about the motion and if the logos need to be in black. Further discussion ensued, with Mr. Sock expressing his displeasure. The Board reiterated their position of being in favor of approval with recommendations, and Mr. Sock continued to state the Board was denying the application.

MOTION by E. Grochowski to recommend approval of **“Old Saybrook Auto Mall” Application for Certificate of Zoning Compliance for Signs** with the following recommendations: 1) that the area along the stone base be planted with new vegetation, 2) that the blue panel above the stone pedestal have applied vinyl lettering, in gray or white, indicating street address in numbers, 3) the color temperature be lowered to 5,500 kelvin or less, and 4) that all color be removed from the dealer logos and all dealer logo lettering to be black and white, consistent with other similar sign applications, at 255 Middlesex Tpke, Map 52/Lot 3; **SECONDED:** A. Laferriere; **VOTING IN FAVOR:** E. Armstrong, K. Caldarella, K. Toolan and A. Laferriere; **ABSTAINING:** None. **OPPOSED:** E. Grochowski. **APPROVED:** 4-0-1.

D. “Iron House Fitness” Application for Certificate of Zoning Compliance for Signs & Design Review

138 & 144 Mill Rock Road East, Map 41/Lots 3,4, & 5, Industrial I-1 Zone

Joe Wren, Professional Engineer with Indigo Land Design presented the application. Also present were owner Joe Fay, and Chris Dubord, One Look Sign.

J. Wren explained that a fitness facility is proposed on the vacant site, located in the Industrial I-1 Zone. The structure will not be visible from any major thoroughfare. Proposed is a 7,786 s.f. 2-story mixed-use building, which will house Iron House Fitness, and a 984 s.f. leasable area for office or retail use.

Mr. Wren reviewed landscaping and lighting. He noted that all minimum landscape buffers will be met or exceeded, as well as exceeding the 25% minimum required landscape area, providing approximately 54% landscaping. He reviewed tree plantings, consisting of nine street trees, 78 evergreen perimeter trees, two landscaped islands, and plantings of hydrangea and boxwood along the front and sides of the building.

Mr. Wren reviewed placement of lighting and displayed a photometric plan. He noted there will be no light trespass, with all lights fully shielded and with full cutoff.

Also reviewed were the building facade and articulations, and placement and material of awnings.

Chris Dubord, owner of One Look Sign, reviewed signage. Proposed is a wall sign over the entry at 24”x265”, and a free-standing sign at 48”x18” of extruded aluminum, with LED down lighting at 5,000 kelvin.

K. Toolan suggested increasing the size of “est. in 2014.” Kate Caldarella remarked positively on the landscaping choices.

MOTION by K. Toolan to recommend approval of **“Iron House Fitness” Application for Certificate of Zoning Compliance for Signs & Design Review** as presented, at 138 & 144 Mill Rock Road East, Map 41/Lots 3,4, & 5; Industrial I-1 Zone; **SECONDED:** E. Armstrong; **VOTING IN FAVOR:** E. Grochowski, E. Armstrong, K. Caldarella, K. Toolan and A. Laferriere; **ABSTAINING:** None. **OPPOSED:** None. **APPROVED:** 5-0-0.

**A. “SaveATree, LLC” Application for Certificate of Zoning Compliance for Signs
1325 Boston Post Rd., Map 27/Lot 24, Gateway Business B-4 District**

Jim Kiely with SavATree presented the sign application. Proposed is a lighted sign, approximately 4' x 10', with a total height of 65" including the base. It is double sided, internally lit, and on a timer.

Members discussed the light background and agreed that there was plenty of contrast, and liked that the "Old Saybrook" was reversed, white against a darker background. A. Laferriere recommended the color temperature of 5500 kelvin.

Members also asked applicant to provide landscaping at base of sign. Applicant was in agreement.

MOTION by K. Toolan to recommend approval of **"SaveATree, LLC" Application for Certificate of Zoning Compliance for Signs** with the recommendation that the lighting temperature be at 5500 kelvin, at 1325 Boston Post Rd., Map 27/Lot 24, Gateway Business B-4 District; **SECONDED:** E. Armstrong; **VOTING IN FAVOR:** E. Grochowski, E. Armstrong, K. Caldarella, K. Toolan and A. Laferriere; **ABSTAINING:** None. **OPPOSED:** None. **APPROVED:** 5-0-0.

III. REGULAR BUSINESS

B. Minutes

MOTION to approve the meeting minutes of August 9, 2021 as presented; **MADE** by E. Armstrong; **SECONDED:** K. Toolan; **VOTING IN FAVOR:** E. Grochowski, E. Armstrong, K. Caldarella, K. Toolan and A. Laferriere; **ABSTAINING:** None. **OPPOSED:** None. **APPROVED:** 5-0-0.

IV. ADJOURNMENT

MOTION to adjourn the meeting at 8:36 p.m. to the next regular hybrid meeting scheduled for Monday, September 13, 2021 at 7:00 p.m. in the 2nd floor conference room, Old Saybrook Town Hall, 302 Main Street and via teleconference; **MADE** by E. Grochowski, **SECONDED:** A. Laferriere, **VOTING IN FAVOR:** E. Grochowski, E. Armstrong, K. Caldarella, K. Toolan, and A. Laferriere; **ABSTAINING:** None. **OPPOSED:** None. **APPROVED:** 5-0-0.

Respectfully Submitted,

Meryl Moskowitz
Recording Clerk