

**Agenda**  
**Tolland Design Advisory Board**  
**21 Tolland Green, Tolland, Connecticut**  
**Thursday, September 1, 2022 at 7:00 p.m., 2<sup>nd</sup> floor, Conference Room C**

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1. Call to Order
2. New Business
  - 2.1. Design Advisory Board Process Review
  - 2.2. Proposed Sign Regulations
3. Old Business
4. Approve Minutes – August 4, 2022 Regular Meeting
5. Other Business
6. Adjournment



TOWN of TOLLAND/ 21 Tolland Green, Tolland, Connecticut 06084

## MEMO

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**TO:** Design Advisory Board

**FROM:** David Corcoran, AICP, Director of Planning & Development

**DATE:** August 25, 2022

**RE:** Design Advisory Board Process

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Since the adoption of the 2019 Plan of Conservation and Development, the Planning and Zoning Commission has been working to revise its regulations and processes to be more “business-friendly.” Last year, the Commission adopted a large-scale re-working of the Tolland Village Area and Technology Campus Zones and generally revisited permitted land uses in its commercial zones with the goal of moving many land uses from Special Permit to Site Plan approval.

In light of these changes, it makes sense to review the Design Advisory Board’s processes to ensure that applicants have a consistent and streamlined approach and that the process is consistent with the application requirements in the Zoning Regulations.

With that in mind, Staff proposes moving to a two-phase process for Design Review, including:

**1. Conceptual Pre-Meeting (Optional, at discretion of the applicant)**

- Occurs before Planning and Zoning Application submittal
- Applicant’s design professionals encouraged to but not required to attend the meeting
- The task of the Design Advisory Board is to review the preliminary concept, provide general feedback on the proposal, and provide guidance on how the Board will assess specific design criteria as the applicant prepares official site plan documents.

*Required Materials:*

- Conceptual narrative of development goals.
- General aesthetic characteristics of the proposed building.
- Rough sketch of site plan.
- Map of the property.
- At this stage in the process, documents do not need to be by completed by a professional and/or may be incomplete.

*Desired Outcome:*

- Applicant understands what the Design Advisory Board will be looking for when a formal application is referred to the DAB by the PZC with the goal of minimizing plan revisions.

- If an applicant wishes, they can opt to have additional meetings with the Design Advisory Board to provide further informal review prior to PZC submittal.
- Feedback to be provided to the applicant during the meeting.

**2. Design Advisory Board Review (as requested by the Planning and Zoning Commission)**

- Planning and Zoning may formally refer the application to the Design Advisory Board when an official application is received by the PZC.
- Design Advisory Board must submit approval/concerns within 35 days of PZC receipt before the PZC public hearing or site plan approval.
- The applicant’s design professionals are strongly encouraged to attend the meeting.

*Required Materials:*

- The PZC will transmit all application materials required as part of the Special Permit/Site Plan approval process, including:
  - o Site Plan
  - o Landscaping Plan
  - o Lighting Plan
  - o Signage plans as applicable
  - o For applications in the Tolland Village Area or Gateway Design District:\*
    - Building elevations
    - Explanation of materials to be used, including visible exterior building design elements and gutter design.

*Desired Outcome:*

- Letter of feedback to PZC with approval or proposed changes.
- Staff to review Design Advisory Board recommendations in conjunction with engineering and zoning review comments to ensure that competing guidance is not given to the applicant.

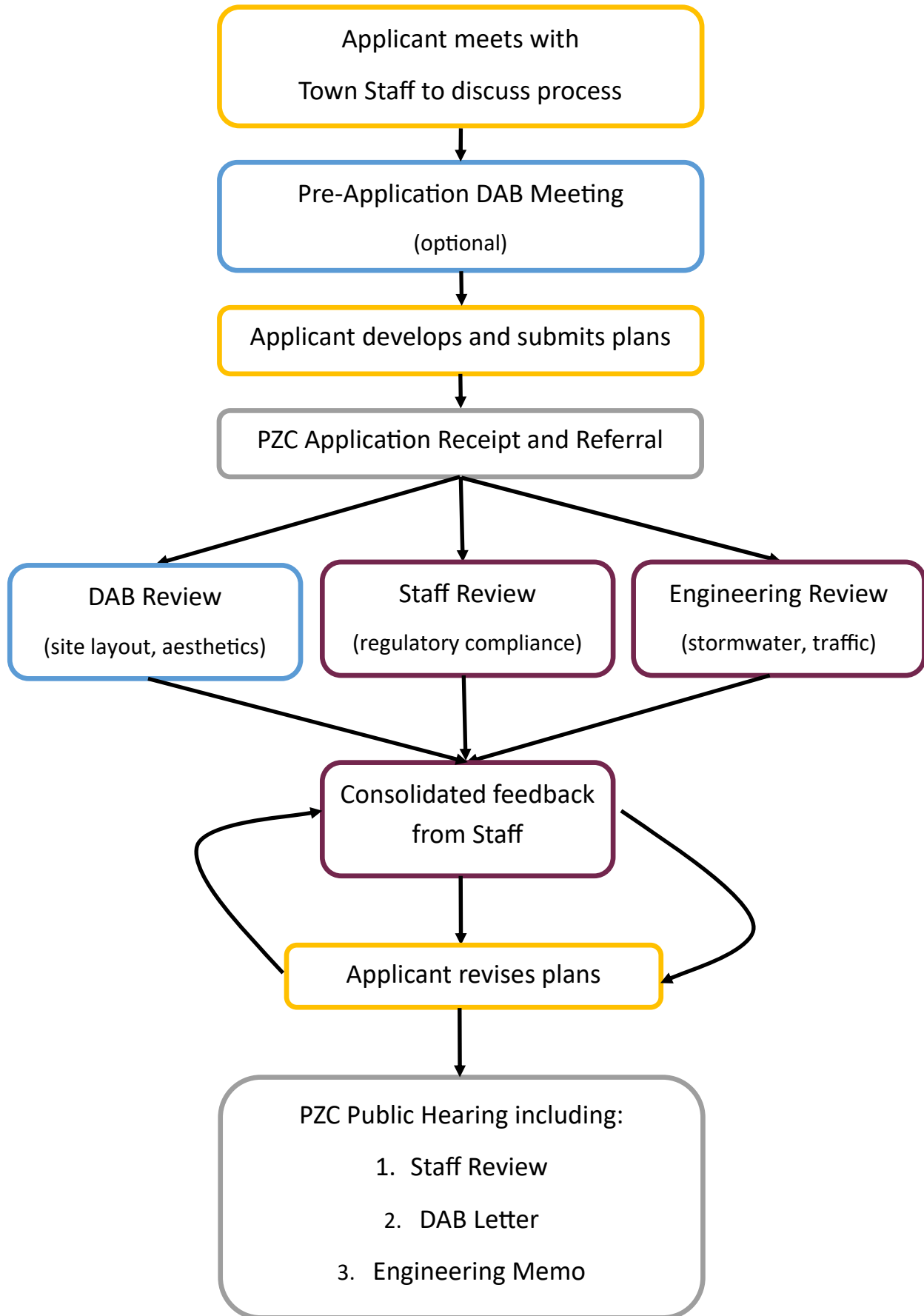
\* Current and past Zoning Regulations only require Design Review in the Tolland Village Area and the Gateway Design District. The Design Review process requires the submission of building elevations and an evaluation of building materials. In the past, the Design Advisory Board has required this information for all new developments in all commercial zones.

If the Design Advisory Board and Planning and Zoning Commission agree that this practice should continue and that elevation/material information should be required for all new commercial development, the Design Review requirement should be formalized in other commercial zones within the Zoning Regulations.

Attachments:

1. Proposed DAB/PZC Process flowchart
2. 2020 Updated Design Advisory Board Charge
3. Design Review requirements (TVA/GDD)
4. Original 2001 Design Advisory Board Charge

# Proposed PZC Process



## **Design Advisory Board**

### **Tolland, CT**

#### **1. Establishment**

The Design Advisory Board, established by the Planning and Zoning Commission on November 1, 2000, shall serve as an advisory body to the Commission.

#### **2. Membership**

The Board shall consist of a minimum of three (3) and maximum of ten (10) members appointed by the Commission to three (3) year terms.

Members of the Board shall be especially qualified by reason of training or experience in architecture, site planning, landscape architecture, historic preservation, professional engineering, graphic or visual arts or other fields as determined by the Commission.

#### **3. Purpose and Scope**

The purpose of the Design Advisory Board is to provide guidance with the site plan and architectural design of buildings and structures so as to:

- be in harmony with the character of the neighborhood and surrounding uses
- preserve and improve the appearance and beauty of the community,
- protect property values, and
- protect Tolland's architectural heritage.

The Commission, in accordance with CGS 8-2, may require design review for non-residential and multi-family structures when a Site Plan or Special Permit is required for non-residential uses or multi-family development.

Staff shall refer applications to the Design Advisory Board upon submittal by the applicant. Staff may refer applications to the Commission to determine if review by the Design Advisory Board is required.

#### **4. Focus of Design Review**

The Board shall focus on the following design aspects of an application:

##### Overall Site Design

- Access, parking, lighting, utilities and building location.
- Relationship of buildings and the site to adjoining areas.
- Provisions for non-motorized vehicles and pedestrians with access to abutting commercial properties.

##### Landscape Design

- Protection of existing vegetation.
- Appropriateness, attractiveness and creativity of proposed landscaping.

- Functional purpose of the landscaping.
- Welcoming and positive environment for site visitors.
- Use of indigenous plantings as an integral part of design.
- Maintenance considerations.

#### Building Orientation and Form

- Location, orientation and treatment of entrances.
- Materials and color palettes.
- Mass of building(s) - variable roof lines, cornices, breaking up large wall expanses, etc.
- Roof style and slope, gutters, and downspouts.
- Door and window placement.
- Screening of mechanical equipment.
- Planning and design factors affecting maintenance.

#### Signs

- Overall design and compatibility of signs on site.
- Size, placement, lighting, and graphic format.

#### Public Spaces

- Walkways, atriums, entrances, and other elements.
- Benches, landscaping and overall design to encourage use.

### **5. Report**

The Design Advisory Board shall submit a written report to the Commission for each proposal reviewed.

### **6. Conflict of Interest**

No member of the Design Advisory Board shall participate in any matter before the Board if he/she has a direct or indirect personal or financial interest in such matter.

*Updated by Design Advisory Board 02-06-2020*

*Approved by the Planning & Zoning Commission 10-23-2000*

*Revised to include review of Multi-family 2-26-2001*

*Revised appointment to three (3) year terms 6-10-2008*

## **Section 7-2. General Concepts/Design Guidelines**

These standards and guidelines require a basic level of architectural variety, compatible scale, and mitigation of negative impacts. They are not intended to limit creativity. The purpose of these standards and guidelines is to augment existing criteria with more specific interpretations that apply to the design of commercial developments. This district is intended to encourage smaller sites to combine with other sites in order to provide larger-scale sites and developments.

### **A. Siting**

1. Depending on the overall site design, and where otherwise practicable, buildings should be sited toward the front of the lot and should maintain a pleasing spatial relationship with other buildings and public and interior-access roadways.
2. Structures should be sited in small groups wherever feasible.
3. The use of additive massing (the bulk of the building is broken into smaller sections and horizontally offset) to provide visual interest is desired.
4. All effort should be made to preserve and enhance historic structures, unique landforms, rock outcrops, stone walls, vegetation, views, etc. and incorporate them into site design.
5. Siting should not be detrimental to scenic vistas of the gateway from any public street including I-84. Items of special concern include the placement of dumpsters, loading docks, roof-mounted mechanical units, and antennas.
6. The design of the storm water treatment system shall contain strategies associated with low impact development to the maximum extent possible (MEP) as outlined in the Town of Tolland Design Manual. This provision shall also apply to improvements or redevelopment of existing commercial sites. If stormwater detention/retention basins are necessary, provisions shall be made for shared structures and shared maintenance to the maximum extent feasible.

### **B. Access**

1. Access management will be required on all sites, in order to reduce the number of driveway cuts onto adjacent roads and mitigate the deterioration of traffic flow generally caused by driveways on public roads. Access management techniques include shared driveways (or provisions for future shared driveways for the first site in the area) or interconnected driveways.
2. Use shared parking with abutting properties wherever feasible.

3. Provide safe, convenient pedestrian circulation, which also provides access to off-site sidewalks, trails, parks and other public places.
4. Locate large parking areas at the side or rear of building where practical with landscaping designed to create visual assets.

### **C. Site Amenities**

1. Create pedestrian spaces such as plazas, "greens", commons and terraces within the development.
2. Add or create amenities such as benches, fountains, sculptures, art, bike racks, sitting walls, planters, period-style lighting or banners.
3. Use creative landscaping design, with plantings of sufficient size and quantity to clearly enhance the site.

### **D. Architectural Guidelines**

The purpose of architectural design review is to provide insights regarding Tolland's design objectives, to encourage aesthetically pleasing commercial structures, to reduce massive scale and uniform impersonal appearance, to provide visual interest and scale consistent with the Town's identity, size and character. All applications for Site Plan or Special Permit shall require design review with consideration given to the following guidelines:

1. Facades.
  - a. No uninterrupted length of any facade shall exceed 100 feet and shall incorporate wall plane projections or recesses.
  - b. The ground floor facade facing a public street should incorporate display windows, awnings or other such features to create visual interest.
  - c. Windows should be recessed and should include visually prominent sills, shutters or other such forms of framing.
  - d. All building facades that are visible from a public street, including I-84 and its ramps, should be attractively designed with windows and other architectural elements so that no visible elevations look like the back of a building.
2. Roofs.



- a. Variations in roof lines should be used to add interest and complement the character of the Town.
  - b. Rooftop equipment such as HVAC units shall be screened from public view with parapets featuring three-dimensional cornice treatments.
3. Materials, colors and detail features.
- a. Building facades and public-facing building sides should include a repeating pattern including color, texture or change of materials.
  - b. Predominant exterior building materials should be high quality materials such as brick, wood, sandstone and other native stone or tinted textured, concrete masonry units.
  - c. Facade colors should be low reflectance, subtle, neutral or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors is discouraged.
  - d. Predominant exterior building materials should not include smooth-faced concrete block.

# DESIGN REVIEW CRITERIA

## Goals of the Tolland Design Advisory Board:

- To provide guidance to developers at an early stage in the project.
- To provide design support with the site plan and architectural design of buildings and structures to be in harmony with the character of the neighborhood and surrounding uses, preserve and improve the appearance and beauty of the community, and protect property values and Tolland's architectural heritage.
- To provide insights regarding Tolland's design objectives which include:
  - encouraging aesthetically pleasing commercial structures
  - reducing massive scale and uniform impersonal appearance
  - providing visual interest and scale consistent with the town's identity and character

## Design Review Guidelines:

- Overall Site Design -
  - All effort should be made to preserve/enhance historic structures, unique landforms, rock outcroppings, stone walls, vegetation, views, etc. and incorporate them into site design.
  - Where practical, buildings should be sited in small groups toward the front of the lot and should maintain a pleasing spatial relationship with other buildings and roadways.
  - Siting should not have a negative impact on the views from any public street with regards to the placement of dumpsters, loading docks, roof-mounted mechanical units, antennas, etc.
- Parking and Access -
  - Parking areas should be located to the side or rear of building where practical.
  - Access management shall be required to reduce the number of driveway cuts onto adjacent roads and consider shared or interconnected driveways.
- Landscaping and Lighting -
  - All disturbed portions of sites not otherwise used for buildings, parking or loading areas, walkways or similar purposes should be suitably landscaped with trees, shrubs and other landscape materials.
  - Special attention should be given to the landscaping of building entrances.
  - Creative landscaping, with plantings of sufficient size and quantity to clearly enhance the site and to buffer any adjacent residential zones or uses, should be used.
  - As specified in the Tolland Plant Material Guide, use of native plants is encouraged and use of invasive exotic plants prohibited.
  - All lighting fixtures shall be full cut-off and designed to avoid upward illumination, illumination of adjacent properties and roadways, and to reduce glare.

(over)

- **Site Amenities -**
  - Provide pedestrian circulation including access to off-site sidewalks, trails, parks and other public places.
  - Create pedestrian spaces such as plazas, greens, commons and terraces including amenities such as benches, fountains, sculpture, etc.
  
- **Signage -**
  - For commercial sites with more than one tenant, a unified sign plan should be developed to encourage compatibility of signs on the site.
  - Lighting fixtures illuminating signs should be top mounted and located, aimed and shielded so that light is directed only onto the sign façade.
  
- **Architecture -**
  - **Facades and roofs -**
    - Incorporate wall plane projections or recesses so that no uninterrupted length of any façade exceeds 100 feet.
    - Incorporate display windows, awnings or other such features to create visual interest on a ground floor façade facing a public street.
    - Recess windows and include visually prominent sills, shutters or other forms of framing.
    - All building facades visible from a public street should be designed with windows and other architectural elements so that no visible elevations look like the back of a building.
    - Variations in roof lines should be used to add interest and complement the character of the Town.
  - **Materials, colors and detail features -**
    - Predominant exterior building materials should be brick, wood or sandstone and should not include concrete block, tilt-up panels or prefabricated steel panels.
    - Façade colors should be low reflectance, subtle, neutral or earth tone colors. High intensity, metallic, black or fluorescent colors should not be used.

The Design Advisory Board will review proposals at any stage of the development process, including conceptual, but prior to appearing before the Planning & Zoning Commission, the Board must review:

- Site Plans, including parking, access, and walkways.
- Landscape Plan.
- Building elevations with materials list and proposed colors.
- Lighting Plan.
- Sign design and proposed location.

All plans and proposals should be submitted to the Planning Office.

4/20/01



TOWN of TOLLAND/ 21 Tolland Green, Tolland, Connecticut 06084

## MEMO

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**TO:** Design Advisory Board

**FROM:** David Corcoran, AICP, Director of Planning & Development

**DATE:** August 25, 2022

**RE:** Draft Sign Regulations

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The Planning and Zoning Commission is in the process of updating the sign regulations to be more responsive to the needs of businesses and to ensure that we are compliant with current case law, which favors a content-neutral approach to sign regulation. The attached draft regulations are provided for your feedback as they move through the process.

## Article 2: Definitions

### Section 2-2. Terms Defined

#### **"SIGN" TERMS**

SIGN – Any object, device, display, or structure, or part thereof, or form of public announcement situated outdoors or indoors but intended to be visible outdoors intended to aid directly or indirectly in the sale of goods or services

AREA OF SIGN – The smallest rectangular area which encompasses all letters, designs, symbols, logos or other sign features. It shall include any background material if such material is designed to be an integral part of the sign because of its texture, color or arrangement. Supports which affix a sign to the ground or building shall not be included unless such supports are obviously designed to be part of the sign. When attached to a wall, the area of the sign shall not include the wall itself unless the background is different from the balance of the wall and is designed as an integral part of or is obviously related to the sign. The area of any sign shall be determined by actual measurement.

Only one face of a double-faced sign shall be counted provided that both sign faces are equal in area and only one face can be seen at a time. If one face of a double-faced sign is larger than the gross area shall be the area of largest face. For multiple-faced signs, the gross area shall be the combined area of all faces.

PROJECT SIGN – A sign located on the premises for which an approved construction activity is taking place during the period of such construction activity.

DIRECTIONAL DEVICE – A structure which guides or directs internal pedestrian or vehicular traffic within a site for the control of traffic and parking.

#### **"SIGN" TERMS (continued)**

FACE, SIGN – A plane defined by the continuous perimeter enclosing the extreme limits of the message of the sign, including other representation or material or color lying within said plane that draws attention to a message. However, such perimeter shall not include any structural elements lying outside the limits of such a sign and not forming an integral part of the display.

SINGLE-FACED SIGN – A sign with one face.

DOUBLE-FACED SIGN – A sign with two faces where the faces are mounted back to back not more than 18 inches apart and parallel to one another.

MULTIPLE-FACED SIGN – A sign with two or more faces, except a double-faced sign.

FREESTANDING SIGN – Any non-portable sign not affixed to a building.

#### ILLUMINATED SIGN

CHANNEL LIGHTING – Individual letters and symbols with a translucent face illuminated from within.

DIRECTLY ILLUMINATED SIGN – A sign emitting any artificial light directly or through any transparent or translucent material from a source of light in the interior of such a sign. A channel letter sign and an internally illuminated sign are examples of direct illumination.

HALO LIGHTING – A sign consisting of individual letters and symbols with an opaque face where lighting within illuminates the surface behind the letter or symbol.

INDIRECTLY ILLUMINATED SIGN – A sign illuminated with an artificial light external to the sign.

INTERNAL LIGHTING – An internal light source illuminates the sign face.

PORTABLE SIGN – A sign which is not permanent and not affixed to a building, a structure or the ground.

MOVING SIGN – A sign which has any visible revolving or rotating parts or any visible mechanical movement of any description, excepting clocks and thermometers.

#### **“SIGN” TERMS (continued)**

OVERHANGING SIGN – A sign extending from a building which is its sole support.

ROOF SIGN – A sign erected, constructed or maintained upon the roof of a building.

TEMPORARY SIGN – A sign which has not been permitted, constructed, or located in a manner to provide for advertisement on a permanent basis.

#### WALL SIGNS

PRIMARY WALL SIGN – A sign or poster on any surface or plane that may be affixed to the front, rear or side wall of any building or any sign painted directly on any such wall.

SECONDARY WALL SIGN - A wall sign mounted directly on the front façade of a building no higher than any first-floor level entrance door.

WINDOW SIGN – A sign within a window as measured by an imaginary rectangle around the outside edge of all letters or emblems as if they were a single sign.

YARD SIGN- An advertising sign located on any piece of property, affixed to or located on the ground, any other structure or natural element which is visible from a public right of way or adjacent property.

## **Section 19-2. Signs**

### **A. Purpose**

To regulate the size, height, location and illumination of signs in a manner which is content neutral, consistent and supportive of the community and local businesses and to accomplish the following:

1. Recognize the need for signs as a major form of communication while encouraging thoughtful design, spacing, materials and location, with a minimum of clutter.
2. Provide for consistent treatment of all signage.
3. Promote public safety by providing that official traffic regulating devices be easily visible and free from nearby visual obstructions, including blinking signs, excessive number of signs or signs resembling official traffic signs.
4. To balance economic development and the preservation of local and historically significant Town elements

### **B. Applicability**

No sign shall be established, constructed, reconstructed, enlarged, extended, moved or structurally altered except in conformity with these Regulations and until a sign permit, if required by this Section, has been issued.

### **C. Prohibited Signs**

The following signs are prohibited:

1. Signs placed in the street right-of-way without a permit or approval by the town or state.

2. Signs on utility poles or street trees. Any sign attached to a utility pole is illegal in accordance with General Statutes Section 23-65.
3. Attention-getting devices including but not limited to inflatable "dancer" signs, search lights, flashing lights, or similar device visible from a public street.
4. Signs that imitates in size, color, lettering or design any traffic sign or signal and may confuse or mislead pedestrian or vehicular traffic.
5. Electronic messaging signs.
6. Flashing, rotating or moving signs including glittery, fluorescent finishes or finishes that imply movement.
7. "Feather", "flag" or "waver" signs or waver signs.
8. Any sign not expressly permitted by these Regulations.

**D. Signs Permitted In Commercial or Industrial Zones**

Unless modified by the Commission by four (4) concurring votes, signs may be displayed in accordance with the following regulations:

1. Attached Signs

Description	Max. Number	Max. Area Per Sign	Permit	Lighting
<b>Primary Mounted Signs</b>				
A wall sign mounted parallel to building façade, extending no more than 16 inches from wall; <u>or</u> ,	1 per each ground floor business with direct outside access	1 sq. ft. per linear ft. of building frontage if single tenant building or unit frontage if multi-tenant building	Staff	Channel Halo Indirect
In lieu of a wall sign, an overhanging sign projecting perpendicular or oblique to building or extending more than 16 inches from wall.			Staff	Indirect
An additional wall sign of equal size and design to the primary sign; or in the case of buildings with multiple frontages, multiple entrances, or location of parking one larger sign oriented to building entrance may be permitted	1 per each applicable business	0.5 sq. ft. per linear ft. of secondary building frontage	Staff	Channel Halo Indirect



Secondary Wall Signs				
Secondary Wall Sign < 12 sq. ft.; or,	1 per common entrance	1 sq. ft. per tenant, up to 12 sq. ft. total.	Staff	Indirect
Secondary Wall sign > than 12 sq. ft.	1 per common entrance	As approved by Commission	Commission	Indirect

## 2. Detached Signs

Description	Max. Number	Max. Area Per Sign	Permit	Lighting
<b>Freestanding</b>				
One Freestanding sign.	1 per parcel	32 sq. ft.	Commission	Internal Indirect Channel Halo
A second Freestanding sign of similar design may be approved by the Commission finds if the second sign will promote safer traffic operations and the lot has frontage on and access from two public streets.	1	32 sq. ft.	Special Permit	Internal Indirect Channel Halo
<b>Freestanding Low Profile</b>				
In lieu of any other Freestanding sign, one Freestanding Low Profile sign less than 4 feet in height above surrounding grade (including those designed as a stone wall, retaining wall, or other landscape feature), which are designed to incorporate Natural materials that reflect site characteristics and additional plantings	1	48 sq. ft.	Commission	Internal Indirect Channel Halo

## 3. Other Signs

Description	Max. Number	Max. Area Per Sign	Permit	Lighting
<b>Unified Development Sign</b>				
For developments which have been approved, designed and designated as a business park, a sign at each major entrance.	1 per major entrance	As approved by Commission	Commission	As approved by Commission

<b>Directional Device</b>				
Shall be set back a minimum of 100 feet from a public street or oriented so that it is not directed towards traffic on a public street.	As approved by Staff	1 sq. ft. per business and 8 sq. ft. per sign face	Staff	No
<b>Traffic Control Device</b>				
On-premise traffic control structure necessary for direction, convenience of the public and control of traffic and parking and in accordance with the Manual on Uniform Traffic Control Devices, as amended.	n/a	2 sq. ft.	No permit required	No
<b>Window Signs</b>				
Non illuminated Window signs.	n/a	25% of window area	No permit required	No
Illuminated Window signs.	1	4 sq. ft.	No permit required	Internal Indirect Channel Halo

### E. Signs Permitted in RDD and VCZ Zones

Unless modified by the Commission by four (4) concurring votes, signs may be displayed in accordance with the following regulations:

Description	Max. Number	Max. Area Per Sign	Permit	Lighting
Announcement Sign	1	4 sq. ft.	None	
Primary Wall sign.	1	16 sq. ft.	Commission	Indirect
Freestanding sign.	1 per street frontage with an access driveway	32 sq. ft.	Commission	Indirect
<b>Directional Device</b>				
On-premise traffic control structure necessary for direction, convenience of the public and control of traffic and parking and in accordance with the Manual on Uniform Traffic Control Devices, as amended.	n/a	2 sq. ft.	No permit required	No

## Temporary Signs

Unless modified by the Commission by four (4) concurring votes, signs may be displayed in accordance with the following regulations and any sign displayed otherwise shall be considered a violation of these Regulations:

### 1. All Zones

Description	Max. Number	Max. Area Per Sign	Permit	Lighting
<b>Sandwich Board Sign or Lawn Style Sign</b>				
Shall not be displayed for more than 14 consecutive days or more than 60 days per calendar year. For properties with multiple businesses, approval is on a first-come basis. Signs shall be located on the same premise as the business and shall not obstruct driver visibility. Permit shall be for 1 year.	1 per street frontage. Up to 2 for properties with multiple businesses	2.5 ft. wide by 4 ft. high	Staff	No
<b>Sidewalk Sign</b>				
One sandwich-board style sign, placed no farther than 10 feet from the primary entry to the business provided the placement does not obstruct pedestrian or vehicular access. The sign shall only be displayed during hours that the business is open.	1 per business	2.5 ft. wide by 4 ft. high	No permit required	No
<b>Seasonal Sign</b>				
<b>Arterial or Collector Road:</b> For seasonal or temporary uses, a freestanding, portable, sandwich board sign or lawn style sign may be displayed during the operation of the use but may not be displayed year-round.	1 every 200 feet of road frontage; max. of 4	16 sq. ft.	No permit required	No
<b>Local Road:</b> For seasonal or temporary uses, a freestanding, portable, sandwich board sign or lawn style sign may be displayed during the operation of the use but may not be displayed year-round.	1 every 200 feet of road frontage; max. of 4	6 sq. ft.	No permit required	No
<b>Project Sign</b>				
Located on the property currently offered for sale or lease or, during the time when such property is actively under construction, repair or improvement for a period not to exceed one (1) year	1	8 sq. ft.	No permit required	No

<b>Yard Sign</b>				
Affixed to, or located on the ground, or any other structure or natural element, visible from a public right of way or adjacent property, displayed for a period not to exceed sixty (60) days per calendar year	1 every 250 feet of road frontage; max. of 4	6 sq. ft	No permit required	No
<b>Development Sign</b>				
Located on a property with an active zoning approval related to the development and construction of a commercial building(s) or multiple residential dwellings, for a period not to exceed three (3) years. An additional extension of up to three (3) years may be granted by the Commission.	1 per street frontage	32 sq. ft.	Staff	No

### **Freestanding Sign Location and Height**

Unless modified by the Commission by four (4) concurring votes, a freestanding sign shall comply with the following standards:

<b>Zone</b>	<b>Maximum Height Freestanding</b>	<b>Maximum Height Freestanding Low Profile</b>	<b>Setback From Front Property Line</b>	<b>Setback from Side/Rear Property Line</b>
Residential Design District (RDD)	8 feet	4 feet	10 feet	10 feet
Village Center Zone (VCZ)	8 feet	4 feet	10 feet	10 feet
Neighborhood Commercial Zone (NCZ)	10 feet	4 feet	10 feet	10 feet
Commercial / Industrial Zone (CIZ)	10 feet	4 feet	10 feet	10 feet
Gateway Design District (GDD)	10 feet	4 feet	10 feet	10 feet
Tolland Business Park (TBP)	10 feet	4 feet	10 feet	10 feet
Tolland Village Area (TVA)	8 feet	4 feet	10 feet	10 feet
Community Commercial Zone (CCZ)	8 feet	4 feet	10 feet	10 feet
Technology Campus Zone (TCZ)	10 feet	4 feet	10 feet	10 feet

## **F. Other Standards**

Unless modified by the Commission by four (4) concurring votes, signs shall comply with the following standards:

1. A freestanding and low profile sign shall include a street number on the proposed sign in a separate sign element measuring no more than 15 inches high and 24 inches wide with numerals at least nine (9) inches high. Such element shall not be counted towards the sign area provided it is similar in design, construction and color to the main portion of the sign.
2. An overhanging sign shall not project greater than four (4) feet, measured at right angles to the building to which the sign is attached.
3. No sign shall be erected within or overhang a public right-of-way, except the Commission may permit an exception if the sign shall be installed behind the sidewalk or area where sidewalks would normally be built and the sign shall not overhang the traveled portion of the right-of-way.
4. No sign shall be installed so as to interfere with safe sight lines at a street intersection.

## **G. Sign Lighting**

Unless modified by the Commission by four (4) concurring votes, sign lighting shall comply with the following standards:

1. Indirect Lighting:
  - a. Indirect lighting fixtures shall be carefully located, aimed and shielded so that light is directed only onto the sign façade and shall not be aimed toward adjacent streets, roads or properties.
  - b. The light source (bulb) of light fixtures shall not be directly visible from adjacent streets, roads or properties.
  - c. Ground mounted fixtures shall be screened by bushes or other appropriate means.
  - d. Sign mounted fixtures shall blend with the background color of the sign or its surroundings as deemed appropriate for the site.
  - e. The average level of illumination on the vertical surface of the sign shall not exceed three (3) foot-candles and the uniformity ratio shall not exceed 2:1.
  - f. The ZEO may require readjustment or relocation of a sign and its lighting to prevent glare and ensure vehicular and pedestrian safety.

2. Channel Lighting: the average level of illumination on the translucent surface of the individual letters shall not exceed three (3) foot-candles and the uniformity ratio shall not exceed 2:1.
3. Halo Lighting: the average level of illumination on the vertical surface behind the individual letters shall not exceed three (3) foot-candles, and the uniformity ratio shall not exceed 2:1.
4. Internal Lighting:
  - a. The average level of illumination on the vertical surface of the sign shall not exceed three (3) foot-candles, and the uniformity ratio shall not exceed 2:1.
  - b. Internally illuminated signs existing at the date of adoption of these Regulations may remain and may have minor modifications to reflect changing business names, but more significant changes in location, size or structure, shall require compliance with these Regulations.

#### **H. Sign Design and Construction**

1. Signs should complement and reinforce the architecture of the building façade through size, style, materials and location.
2. Where there is more than one (1) business tenant occupying a commercial site, a comprehensive sign plan showing consistent scale, materials and style may be required by the Commission as part of a Site Plan or Special Permit application.
3. Signs shall be constructed of sound and appropriate materials (such as wood and metals) and firmly supported.
4. No balloons, streamers, pennants, banners or other devices shall be attached to a sign so as to not distract drivers or pedestrians.
5. Freestanding signs shall:
  - a. Have permanent, durable materials (e.g. stone, brick or wood) used as the base.
  - b. Be landscaped at the base and around the sign with durable, low maintenance plant material with year round appeal per Section 19-3, Landscaping Requirements.

#### **I. Sign Maintenance**

1. Signs shall be maintained in good condition and repair.
2. A sign which may be unsafe or in disrepair in the opinion of the Commission shall, upon notice from the ZEO, be repaired or removed by the owner or lessee of the property on which such signs stand within one (1) month of notice.

## **J. Application Requirements**

An application for a sign shall include:

1. The position of the sign and its structure in relation to adjacent buildings or structures and the property line.
2. A detailed plan of the proposed sign showing the dimensions, colors and materials of the sign and all supporting structures, lighting and landscaping.
3. A statement showing the size, dimensions and location of all signs existing on the premises at the time of making said application. For properties with multiple businesses, staff may waive this requirement and only require information on existing signs related to the business subject to the application.

## **K. Special Permit Criteria for Signs**

When granting a Special Permit for a sign, the Commission shall consider make the following findings and considerations.

1. The Commission shall find that:
  - a. The location, size and other aspects of the proposed sign will be in harmony with the orderly development of the area and will not alter the essential characteristics of the area.
  - b. The landscaping, lighting, materials and design elements of the proposed sign are attractive and suitable in relation to site characteristics, the architecture of the building and the style of other buildings in the immediate area.
2. The Commission may also consider special circumstances or conditions which may:
  - a. Be unique to the premises and not shared by other premises in the neighborhood.
  - b. Diminish recognition of the business conducted therein.
  - c. Limit easy identification of a commercial complex.
  - d. Create a potential traffic hazard.
3. Such special circumstances or conditions may include, but shall not be limited to:
  - a. The location of the building on the lot.
  - b. The location of buildings on adjacent lots.
  - c. Topography.
  - d. The configuration of the lot.

## **L. Increase in Allowed Signage**

The Commission recognizes that through the adoption of these regulations, unique circumstances may exist which necessitates flexibility and to ensure that unintended non-conformities are not created. As such, the Commission may grant approval (with or without a public hearing) for a single sign which exceeds the criteria for sign area established by this Section by not more than twenty-five percent (25%) provided the following criteria have been met:

1. A color rendering of the proposed sign has been provided.
2. A location map indicating the proposed location of the sign has been provided.
3. The proposed sign location will not obstruct pedestrian or vehicular traffic or sight lines.
4. The approval of such request will not result in the creation of any new or expansion of any existing non-conformities.



# Tolland Design Advisory Board

## Meeting Minutes--August 4, 2022

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### 1. Call to Order

S. Nargardeolekar called the meeting to order at 7:02pm

**Members Present in Person:** Sudhakar Nargardeolekar (Chair), Kimberly Rogers

**Members Present via Zoom:** Vikas Nargardeolekar (Vice Chair), and Cheryl Nicholas.

**Staff Present:** Michael D'Amato, Planning & Development Department.

### 2. New Business

#### 2.1. 140 Tolland Stage Road – Applicant: Tri-Town Gymnastics

The applicant provided a brief presentation to the Board summarizing the Tri-Town Gymnastics business and their goal for this project. The Board reviewed the materials provided by the applicant which included a conceptual site plan and color renderings of the proposed building. The Board members expressed concerns over the conceptual nature of the plans and renderings that had been provided and their preference to review materials that were more complete. The Board and the applicant had a general discussion about the charge of the Design Advisory Board and the components of the project that they review and comment on. Board members provided suggestions to the applicant related to the materials that had been provided and expressed their strong support for the business and their enthusiasm for having this locally operated business move to Tolland. The applicant agreed to further refine their plans and come back to the Board at a later date for further discussion and review.

### 3. Old Business

#### 3.1. 216 Merrow Road – Letter from April 2021 meeting

M.D'Amato updated the Board of the status of this project and that while over a year ago the Board had previously reviewed the project with the applicant it was subsequently put on hold. Now that the project was being submitted to the PZC again, the Board's review of the proposal would need to be finalized and transmitted to the PZC. The Board reviewed the application materials again and provided comments to staff. The Board indicated that those comments could be summarized to the applicant in consultation with the Board Chair so that an additional Board meeting would not be necessary.

#### 3.2. Planning and Zoning Joint Meeting

M D'Amato indicated that the Planning & Zoning Commission would like to hold a joint meeting with the Design Advisory Board. A number of dates were suggested, and the Board agreed that they would provide their availability for each of the dates to staff via email.

### 4. Approve Minutes – April 7, 2022 Regular Meeting

V. Nargardeolekar made a motion to approve the minutes as presented. Second by K.Rogers. Motion passed unanimously

### 5. Other Business

None

### 6. Adjournment

Chairman Nargardeolekar adjourned the meeting at 8:22pm.