

TOWN OF WESTPORT ARCHITECTURAL REVIEW BOARD
MEETING MINUTES OCTOBER 22, 2019

Members Present: Ward French, Chairman; Vesna Herman and David Mann. Minutes from the September 10 meeting were approved as presented.

1. **833 Post Road East:** Proposed free standing sign for property owned by SS Westport LLC; CS Westport LLC; JSPVIL and Fred Straus Inc. in a GBD. (Site map by Langan CT, Inc, dated July 12, 2019; hand rendering by Mr. Rogers)

Appeared: Marty Rogers, sign maker

Mr. Rogers said the site sign is for the newly renovated building at the location of the old Bertucci's Restaurant. It is located at the eastern end of the building's parking lot at the shared entrance with #877 Post Road East across from the I-95 connector. Mr. Rogers described the sign:

- One sided 31 s.f. site sign, 6 ft high x 5 ft wide
- Fypon sign board with aluminum covering, the back of the board is painted aluminum to match
- Five 1 ft x 58 inch changeable tenant panels of a wood finished aluminum to match the building's siding are screwed onto the background
- Panels have white painted PVC letters
- Steel support posts are clad in anodized aluminum and are different widths with the slimmer post angled toward the building
- Street numbers are 1/4" aluminum plate and mounted outside the frame to the left of the main panel
- The sign is 15 ft from the Post Road
- The sign is not lit

Mr. Rogers said that using materials to match the building and the angle of the sign should help direct customers to the remote building. It is forward and modern looking.

David Mann asked if they had considered making the letters out of aluminum. Mr. Rogers said they wanted the white painted letters to contrast as much as possible with the background.

Vesna Herman said the sign is clear and beautiful. She was concerned that its remote location would not be identifiable with the building. Mr. Rogers said he thought it would work ok.

Mr. Mann said the materials and directionality are good.

Ward French agreed that it is a good looking sign.

THE SIGN DESIGN IS RECOMMENDED FOR APPROVAL (Unanimous)

2. **554 Riverside Avenue:** Modifications proposed to canopy and fuel dispenser signage for the Mobile gas station for property owned by Mill Pond Farm, Inc. and Alliance Energy Corp, LLC, located in a GBD. (Plans by RK Consulting and Design dated 9/9/2019)

Appeared: Al Whiting for Ready Imaging, Inc.

Mr. Whiting said Exxon has a new technology called "Synergy" and is requiring all gas stations to install signage to advertise it. Stations are also getting new gasoline dispensers with Synergy signage.

The signage is on canopy posts at each of the 4 pump locations and includes:

- Blade signs that say Synergy
- Pump number wedges
- A koala attached to the supports that carries up to 3 posters
- All components are red with white graphics and are not illuminated

Mr. Whiting said there is no change to the canopy or any other signs.

David Mann said this application requires ZBA approval. Is the signage over the allowable? Mr. Whiting said he was not sure why as they are not over the allowable signage.

Vesna Herman wondered why they need so many signs and wondered if they couldn't have one sign somewhere instead of all these. Board members agreed.

Mr. Whiting said he had an alternative, a blade with no trademark.

Ward French said the Synergy signage is already displayed on the dispensers.

Vesna Herman said red means emergency and all the red signs are distracting.

Ward French said he didn't get the koala, what is it for? Mr. Whiting said it's for posters. Each usually has up to 3 but these only have one.

Ward French said the application does not demonstrate a reason for so much signage. You can already see the marketing and branding on the dispensers, the rest is overkill. Aesthetically, it is not in line with what is usual. Board members agreed.

THE APPLICATION FOR ADDITIONAL PROMOTIONAL SIGNAGE IS NOT RECOMMENDED FOR APPROVAL (Unanimous)

3. **Kings Highway Elementary School (125 Post Road West/170 Riverside Avenue)** Proposed awning over a below grade stairwell on the front elevation of the school building on the Post Road in a Residential A zone. (Design by New Haven Awning dated 9/3/2019)

Appeared: Mike Cusato, Architect; Ted Hunyadi, Westport Schools

Mr. Cusato said the awning is to cover an exposed stair area that leads to the door to the kitchen. There is a drain outside the door that doesn't always work and can freeze in winter. Snow has to be hand shoveled up the stairs. The proposal is for a burgundy awning to match the brick building on a galvanized steel structure and posts bolted to the building and concrete. It is approximately 70 ft long by 7.9 ft wide and narrows slightly along the way. It designed to be as deminimous as possible.

Mr. Hunyadi said children as well as the staff sometimes use the staircase and there are sometimes injuries that the town's insurance has to cover.

David Mann said he wasn't sure the color would match the building and wondered if black might look better. Otherwise, it is a suitable solution.

Vesna Herman didn't think the awning would be visible from the street and the proposed color was fine.

Ward French agreed that the awning is necessary and should be barely visible.

THE AWNING DESIGN IS RECOMMENDED FOR APPROVAL AS PRESENTED (Unanimous)

4. **55 Post Road West:** Proposed wall signage for Serendipity Labs for property owned by Homeclear PRW Ventures LLC and Felner Corporation located in a GBD. (Sign design by ABC Sign dated 9/15/2019; Site sign dated 8/28/19 by ABC Sign)

Appeared: Larry Bourque, ABC Signs

Mr. Borque said the sign for Serendipity Labs is comprised of single 20 inch satin stainless letters individually halo lit and attached directly to the wall. There is also a small 30 inch logo to the left of the letters with the same treatment.

David Mann said it was a very nice sign.

Vesna Herman said the letters were attractive and agreed that it is a nice sign.

Ward French agreed.

THE SIGN DESIGN IS RECOMMENDED FOR APPROVAL AS PRESENTED (Unanimous)

5. **276 Post Road West:** Building entrance alterations and hardscape and landscape modifications for property owned by GA Family 276 Westport LLC in a CPD. (Building plans by Bavier Design, dated 10/4/2019; Landscaping design and site plan by Wesley Stout Associates, dated 10/11/2019)

Appeared: Andrew Baekey, Architect; Tom Cross for Wesley Stout Associates and Chris Peterson for the ownership

Mr. Baekey said this is a 1985 building with Post Modern detailing they want to make look more modern. Most of the work is at the entrance on the rear elevation, with additional modifications to the front elevation and updates to the landscaping:

Rear elevation:

- Remove the large arched entrance structure and stair walls
- Replace it with a glass and steel canopy, new stone stair treads and stainless steel railings
- Install new glass doors
- New Alucobond cladding over window columns to match existing window mullions

Front elevation:

- Remove the large arched entrance canopy
- Install new frameless glass doors
- Clad window columns with Alucobond to match existing window mullions
- Create a new patio and stairs at the front of the building for tenant use

Mr. Cross described the landscaping changes:

- Create a larger, layered patio with steps at the front of the building for tenant recreational use
- Clean up the landscaping along the Post Road
- Improve screening plantings around utilities and the dumpster
- Clean up and update plantings at the entrance, underground garage entrances and around the driveway and parking areas

Vesna Herman said it is a much cleaner and simpler design, very attractive.

David Mann said the changes are skillfully done.

Ward French said it is a simple but great improvement, very successful.

BUILDING AND LANDSCAPE MODIFICATIONS ARE RECOMMENDED FOR APPROVAL AS PRESENTED (Unanimous)

Sally Palmer
Recording Secretary