

VILLAGE DISTRICT
DESIGN COMMITTEE
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TOWN HALL ANNEX
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Wilton, Connecticut 06897

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Village District Design Committee Meeting Minutes April 6, 2011

PRESENT: Michael Bilby, Kevin Quinlan, AIA and Rob Sanders, AIA, John Weiss and Robert Nerney, Town Planner

134 Old Ridgefield Road, Proposed installation of commercial wall signage (Signature Styles, LLC)

The meeting convened at 4:00 p.m. Individuals in attendance included applicant Ann Nash, building owners Robert and Rhoda Dix and Peg Koellmer of Realty Seven. Ms. Nash stated she was seeking permission to install a single-face, non-illuminated sign on the right-side, first floor elevation of the building located at 134 Old Ridgefield Road. She further stated that the building is occupied by one other tenant (dentist) who leases the other side of the building and maintains one small sign on the doorway. Ms. Nash proceeded to show the committee a rendering of the sign, noting it would consist of a white simulated wood panel with cut vinyl letters adhered to the surface. Mr. Sanders suggested the panel board be reduced in size so as to match the width of the building's window casings. It was also suggested the outer decorative border be eliminated and replaced with a slightly protruding sign frame so as to replicate elements of the window casing. It was the consensus of the committee that such design elements would create a desired shadowing effect while providing added texture and body. Ms. Nash stated she would direct the sign manufacturer to make the requested design changes before proceeding to the Planning and Zoning Commission.

5 River Road, Proposed installation of commercial wall signage (Cosmetic Boutique, Happy Panda Mandarin School and Wilton Fencing Academy)

Individuals in attendance included Phil Avalon of Sparrow Management Co., property owner Ken Kleban of Kleban Properties, Grace Brennan, prospective tenant and Larry Bourque of ABC Sign Corporation. Mr. Avalon explained the purpose of the application was to request signage for three prospective tenants within the former Blue Tulip building and a contiguous portion of Building "C". Mr. Avalon further explained the Cosmetic Boutique would locate on the first floor at the easterly end of Building "C" while the Happy Panda Mandarin School and Wilton

Fencing Academy would occupy the second story level of the former Blue Tulip building and Building “C”.

Following discussion, the committee found the planned non-illuminated signage for Cosmetic Boutique to be acceptable and consistent with other signage found on Building “C”. In making their finding, the committee noted that this portion of the building had previously accommodated signage.

With respect to the Happy Panda Mandarin School, the committee expressed concern regarding the usage of a panel sign; noting an inconsistency with other business signs which consist of individual cut letter. It was suggested the applicant delete the panel board and limit the planned signage to a business logo and individual cut letters; further stating the letters and logo not exceed the outer dimensions of the originally-planned panel board. The committee did not object to a secondary small logo denoting the southerly entryway to the Happy Panda Mandarin School. The logo would be placed on an existing canopy replacing the logo referencing “Krikits”.

Discussion ensued concerning the Wilton Fencing Academy. The committee strongly opposed the establishment of any additional second story signage; noting a lack of visibility at the pedestrian level. Committee members also raised objection to the eclectic mix of signs, materials, fonts, etc. Several alternative concepts were discussed; including the use of a monument sign or a projecting banner sign; however, such options were ultimately rejected. Discussion of placing the fencing academy sign on the east elevation of the Blue Tulip building was briefly discussed; however, his concept was also dismissed due to the remote location of the sign in relation to the business. The committee suggested the applicant explore the concept of replicating signage similar to that approved for the Athlete’s Foot; further suggesting such signage could be place on the opaque panel located over the building’s north entrance. It was suggested the sign consist of white text or black text outlined in white so as to provide contrast. The committee requested the sign be illuminated by using a light fixture identical to that approved for the Athlete’s Foot.

It was suggested renderings of all signage be revised and submitted to the committee for final review prior to the applicant meeting with the Planning and Zoning Commission. The applicant thanked the committee and indicated that they would proceed with the Committee’s recommendations. The meeting was adjourned at 5:30 p.m.