1. 5:30 P.M. 09/09/2026 Design Review Board Agenda

   Documents:

   DRB AGENDA 9-9-26.PDF

2. 07/20/2026 Design Review Board Meeting Minutes

   Documents:

   DRB 7-20-26 MINUTES.PDF

3. ZCR - 1406 Hopmeadow Street Looked Signage

   Documents:

   ZCR 1406 HOPMEADOW ST APPLICATION.PDF
   ZCR 1406 HOPMEADOW STREET STAFF REPORT.PDF

4. ZCR - 530 Bushy Hill Road Planet Fitness Signage

   Documents:

   ZCR 530 BUSHY HILL ROAD APPLICATION AND PLANS - REDACTED.PDF
   ZCR 530 BUSHY HILL ROAD PLANET FITNESS STAFF REPORT.PDF

Design Review Board
Regular Meeting
Wednesday, September 9, 2026 at 5:30 PM
Simsbury Town Hall – Main Meeting Room
933 Hopmeadow St., Simsbury CT, 06070

AGENDA

I. CALL TO ORDER

II. APPROVAL OF MINUTES

July 20, 2026

III. NEW BUSINESS

Zoning Compliance Review of Robert Kevorkian a.k.a Higleyville, LLC, Owner; Andrea Saunders, Applicant; for sign permit to install one ± 12 s.f. wall sign and one freestanding sign insert for the tenant fit out of Looked at 1406 Hopmeadow Street (Map Block Lot I04 439 004A-1), Simsbury, Zone B-2.

Zoning Compliance Review of Simsbury Commons, LLC, Owner; Pamela Brealey, Applicant; for sign permit to install one ± 98.75 s.f. wall sign and associated freestanding sign inserts for the tenant fit out of Planet Fitness at 530 Bushy Hill Road (Map Block Lot B20 508 001-B), Simsbury, Zone B-3.

IV. ADJOURNMENT

Design Review Board

Regular Meeting
July 20, 2026 – 5:30 P.M.
Simsbury Town Hall – Main Meeting Room
933 Hopmeadow Street, Simsbury, CT 06070

MINUTES

I. CALL TO ORDER – Chair Lang called the meeting to order at 5:30 P.M.

Present: Chair, Elaine Lang; Vice Chair, Polly Rice; Board Members: Joleen Benedict and Andrew Tarpill; Alternate Board Members: William Clegg; Assistant Town Planner, Brittany MacGilpin; and Code Compliance Officer, Joseph Hollis.

Absent: Board Members: Anca Dragulski; and Alternate Board Members: Kristin DuBois and Thomas Mach.

Seating of Alternates: Commissioner Clegg was appointed as a regular member for tonight's meeting.

II. APPROVAL OF MINUTES

July 6, 2026, Regular Meeting

MOTION: Commissioner Clegg made a motion, seconded by Chair Lang, to approve the Minutes of the July 6, 2026, Regular Meeting as submitted. The motion carried unanimously (5-0-0).

III. NEW BUSINESS

ZC 26-19, An application of Dorset Crossing LLC, Owner, Dwight Merriam, Esq. Applicant, for a site plan approval to develop a 7,275 sq. ft. car wash facility at 10 Dorset Crossing (Assessor's Map Block Lot I04 403 13C-F), Planned Area Development (PAD) Zone.

Commissioner Tarpill recused himself.

Attorney Dwight Merriam, FAICP, Esq.; Civil Engineer, Brandon Handfield, PE of Yantic River Consultants; Architect, Rocco Petitto, AIA, QA +M Architecture; and 93 Landscape Architect, Biff Schechinger, ASLA presented the proposed car wash facility. The Board asked

follow-up questions and recommended that the freestanding canopies match the colonial architecture of the main building.

MOTION: Vice Chair Rice made a motion, seconded by Commissioner Clegg, that the Design Review Board submits a positive referral to the Zoning Commission for **ZC 26-19**, An application of Dorset Crossing LLC, Owner, Dwight Merriam, Esq. Applicant, for a site plan approval to develop a 7,275 sq. ft. car wash facility at 10 Dorset Crossing (Assessor's Map Block Lot I04 403 13C-F), Planned Area Development (PAD) Zone. The referral is subject to the following conditions:

1. The project shall be developed in substantial conformance to the following plans:

    a. Dorset Crossing PAD Master Development Plan dated April 30, 2026, REVISED June 26, 2026.

    b. Architectural plans prepared by QA&M Architecture dated June 29, 2026.

    c. Landscaping plans prepared by Robert Schechinger sheet L1 revised June 27, 2026, sheet L2 revised June 29, 2026, and the associated Site Plant schedule.

2. Staff may approve minor changes to the approved plans.

The motion carried (4-0-1). Commissioner Tarpill abstained.

ZC 26-20, An application of Craig Foreman, Owner; Darin Senna, Agent; for the installation of a 32 sq. ft. monument sign at 50 Hopmeadow Street (Assessor's Map Block Lot E18 117 001-2) Zone PAD.

Gerian Williams of Hartford Sign and Design presented the proposed monument sign. The Board asked follow-up questions and provided the following recommendations:

1. Replace foam faux stone base and blue stone cap with real brown stone or brown stone veneer.

2. Replace the red detailing with black detailing.

MOTION: Commissioner Benedict made a motion, seconded by Commissioner Tarpill, that the Design Review Board submits a positive referral for **ZC 26-20**, An application of Craig Foreman, Owner; Darin Senna, Agent; for the installation of a 32 sq. ft. monument sign at 50 Hopmeadow Street (Assessor's Map Block Lot E18 117 001-2) Zone PAD. The referral is subject to the following conditions:

1. The project shall be developed in substantial conformance with the plans stamped received by the Planning Department 7/13/26 prepared by Hartford Sign & Design with the recommendations previously described.

2. Prior to building permit issuance, the applicant shall submit a landscaping plan to the satisfaction of the Planning Department.

3. The Board authorizes Staff to approve minor changes to the application.

The motion carried unanimously (5-0-0).

Zoning Compliance Review of Avon Marketplace Investors, LLC, Owner; Arnco Sign Company, Agent; for the installation of a ± 49 sq. ft. wall sign for Bareburger at 530R Bushy Hill Road (Assessor's Map Block Lot B20 508 002A) Zone B-3.

The owner of Arnco Sign Company presented the proposed wall sign. The Board asked follow-up questions.

MOTION: Commissioner Clegg made a motion, seconded by Commissioner Benedict that the Design Review Board submits a positive referral for the **Zoning Compliance Review** of Avon Marketplace Investors, LLC, Owner; Arnco Sign Company, Agent; for the installation of a ± 49 sq. ft. wall sign for Bareburger at 530R Bushy Hill Road (Assessor's Map Block Lot B20 508 002A) Zone B-3. The referral is subject to the following conditions:

1.The project shall be developed in substantial conformance with the plans stamped received by the Planning Department 7/9/26 prepared by Arnco Sign Company, Inc.

2.The Board authorizes Staff to approve minor changes to the application.

The motion carried unanimously (5-0-0).

IV. OTHER BUSINESS

Preliminary, informal presentation for the potential redevelopment of a portion of 981-987 Hopmeadow St., Zone SC; Phil Doyle, LADA, P.C., representing the owner.

Mr. Doyle presented the proposed redevelopment. The board was in favor of the design and recommended the porch roof be extended to the entry way of the unit.

V. ADJOURNMENT

MOTION: Chair Lang made a motion, without objection, to adjourn the meeting (5-0-0).

Chair Lang adjourned the meeting at 6:45 P.M.

Respectfully submitted,

Amanda Blaze
Commission Clerk

Town of Simsbury

933 HOPMEADOW STREET SIMSBURY, CONNECTICUT 06070

Office of Community Planning and Development

RECEIVED
AUG 10 2026
TOWN OF SIMSBURY
PLANNING DEPARTMENT

ZONING COMPLIANCE REVIEW- $25.00 #____-____

Applicant Name: Andrea Saunders		**Property Owner:** Robert Kevorkian Higleyville LLC		
Property Address: 1406 Hopmeadow St Simsbury,CT 06070				
Contact Info (phone, email): (959)895-2632, lookedbody@gmail.com				
Permit Mailing Address: 400 Salmon Brook St Granby,CT 06035				
Proposed Structure: Signage	**Sq. Ft.** 520	**Length:** 38.5'	**Width:** 14'	**Height:** 10'
Proposed Use: Salon		**Existing Use:** Salon (prior business)		
Zoning District: B2	**Variance: Yes/No**	**Parcel Size:** 2.57 acre		
Flood Zone: No	**Wetlands: Yes/No**	**If yes, approval date:** N/A		
1st Floor Area: 520 sq. ft.	**2nd Floor Area:** N/A sq. ft.	**Historic District: Yes/No**		
Special Exception: Yes/No Describe: N/A				
Comm/Industrial/Business Structures: Coverage: Existing % 18.4% **Proposed %** 18.4%				

Please provide:

1. **A copy of a map or site plan, drawn to scale, to include the following:**
   - **Location and exact dimensions of all boundaries of the lot;**
   - **Location of wetlands and watercourses on or near property;**
   - **Location and exact dimensions of all existing and proposed structures, septic system and water supply;**
   - **Exact distance of proposed structures from property lines;**
   - **A floor plan if the application is for a commercial change of use.**
2. **Staff may require additional information based on the type of permit required.**

REQUIRED ZONING INSPECTIONS- OFFICE USE ONLY

□ E&S compliance □ Foundation As Built □ Final As- Built □Certificate of Occupancy □ Site Plan Compliance □ Limits of Clearing □ Final Zoning Compliance

APPROVED: _____ **Date:** _____ **DENIED:** _____ **Date:** _____

FOR OFFICE USE ONLY

CERTIFICATE OF OCCUPANCY SIGN OFF

A request has been made for Certificate of Occupancy for a, _____ (structure), at, _____ (address), Building Permit #_____.

Departments	Signature/Sign off	Date
Health Dept/FVHD		
Sewer- Public		
Fire Marshal		
Zoning/ZBA		
Wetlands		
HDC		
Engineering		
Comments		

08-12-2026 4472 CHECK 25.00

RECEIVED
AUG 12 2026
TOWN OF SIMSBURY
PLANNING DEPARTMENT

8/3/26

To the Office of Simsbury Community Planning and Development,

This application is regarding a permanent sign change for the business at 1406 Hopmeadow ST in Simsbury, CT.

I am looking to replace the signage from a previous business with a new sign, from Falcon Sign. This includes the signage above the door and for a street facing sign to reflect the name and focus of my business.

Material: 1" thick PVC cutout and painted letters on aluminum sheet for the building. Sheet aluminum for the road directories.

Time frame: September/October

I have included the design plan for approval. Color palette (warm red brown/beige cream) and lighting around the signage will not be changed. The agent applying the new sign is the same person who applied the current (pervious tenants) sign.

Thank you,

Andrea Saunders
Looked Body Adornment

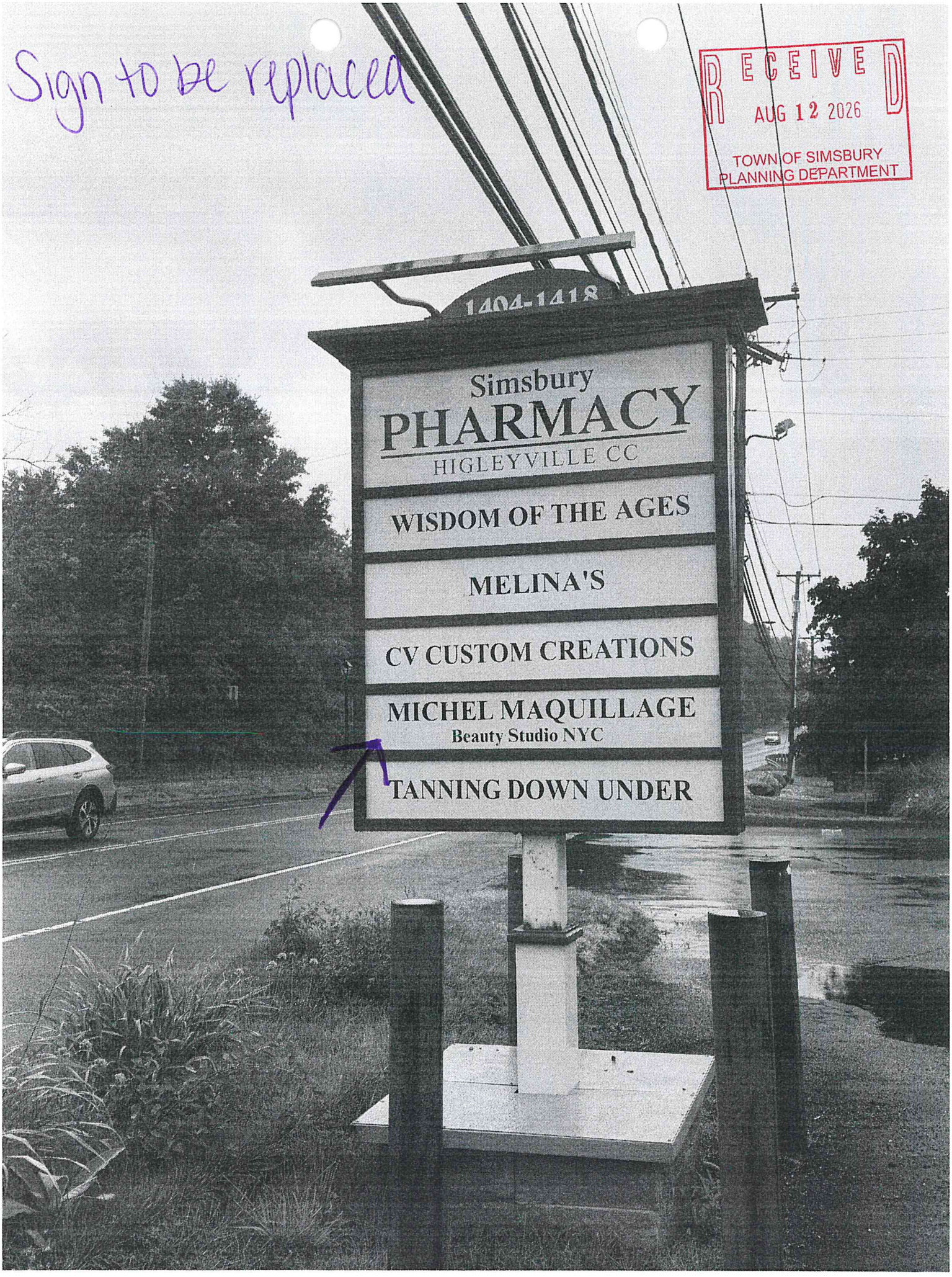
Sign to be replaced

RECEIVED
AUG 12 2026
TOWN OF SIMSBURY
PLANNING DEPARTMENT

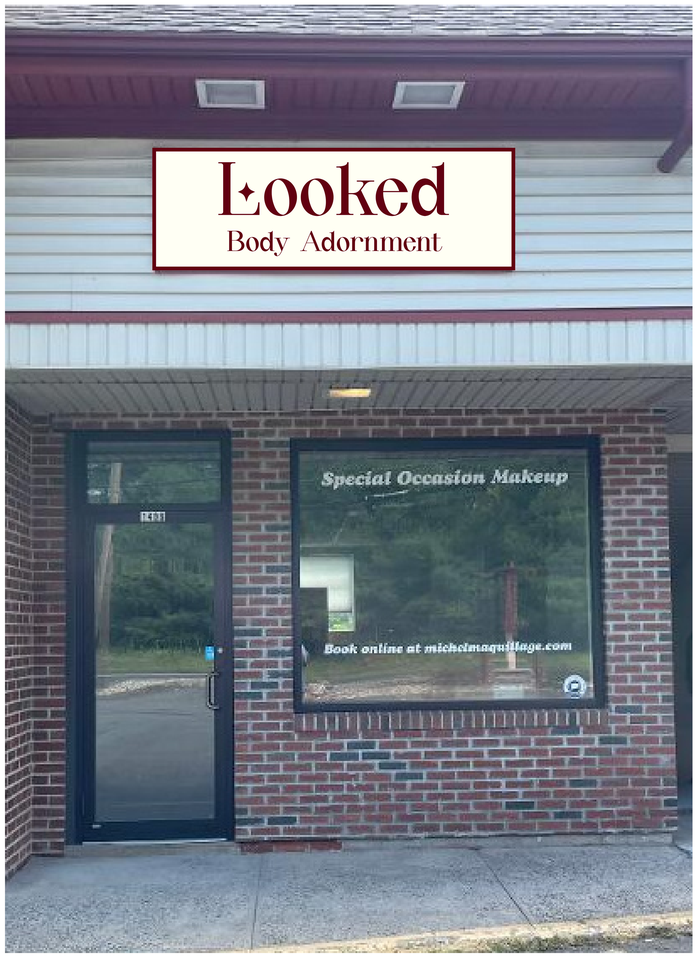


Sign to be replaced

RECEIVED
AUG 12 2026
TOWN OF SIMSBURY
PLANNING DEPARTMENT

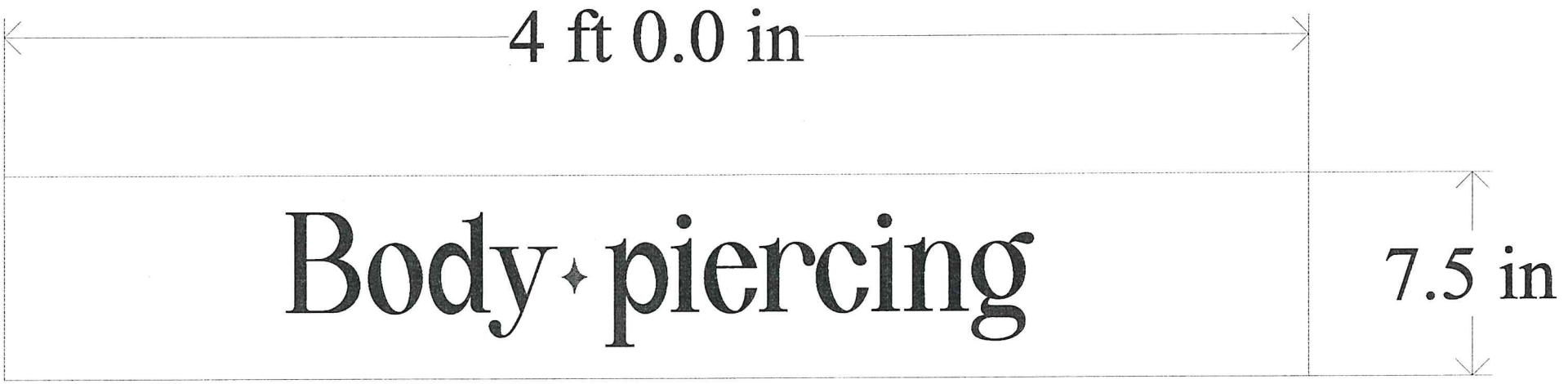


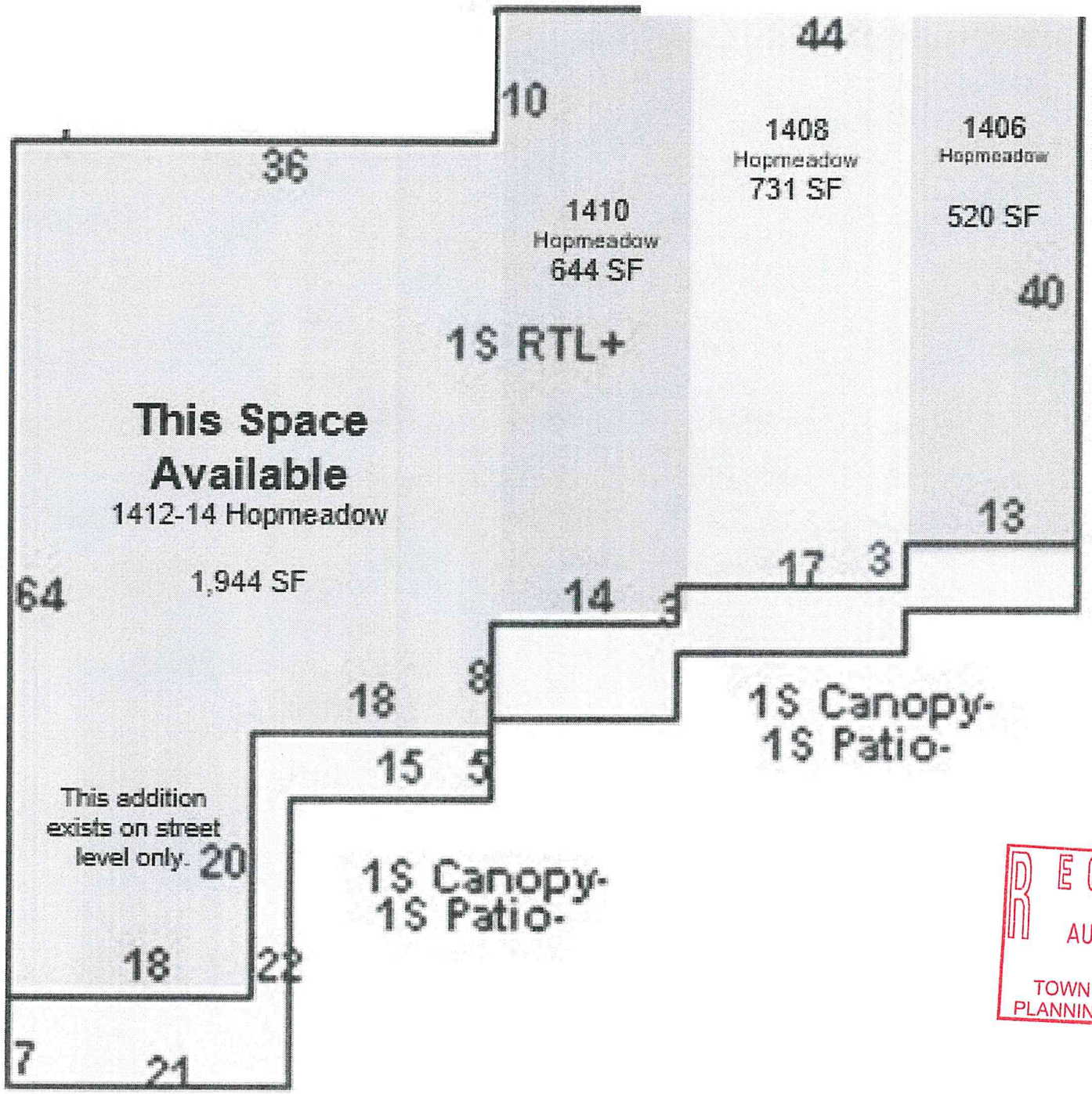




PROJECT NAME: Looked	**DATE:** 07/27/2026	**SCALE:** NA	FALCON SIGN 6 D Herman Drive East Granby, CT.06026 (860)-882-3557
	EST. DELIVERY:	**DRAWN BY:** CG	
	DELIVERY METHOD: Install	**FILE NO:** CS1	

RECEIVED
AUG 12 2026
TOWN OF SIMSBURY
PLANNING DEPARTMENT





RECEIVED
AUG 12 2026
TOWN OF SIMSBURY
PLANNING DEPARTMENT

Marc S. Nelson, MPA
Town Manager

George K. McGregor, AICP
Director

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT MEMORANDUM

To: **Simsbury Design Review Board**
From: **Joseph Hollis, CZEO**
Date: **September 9, 2026**
Subject: **Zoning Compliance Review** of Robert Kevorkian a.k.a Higleyville, LLC, Owner; Andrea Saunders, Applicant; for sign permit to install one ± 12 s.f. wall sign and one freestanding sign insert for the tenant fit out of Looked at 1406 Hopmeadow Street (Map Block Lot I04 439 004A-1), Simsbury, Zone B-2.

Background

The sign permit for the Looked salon includes a wall sign mounted above the tenant space formerly occupied by Michel Maquillage Beauty Studio and tenant panel insert on the existing freestanding sign for the plaza at 1406 Hopmeadow St.

The parcel is 0.48 acres and is situated in the plaza across from the Skating Center off Rt.10.

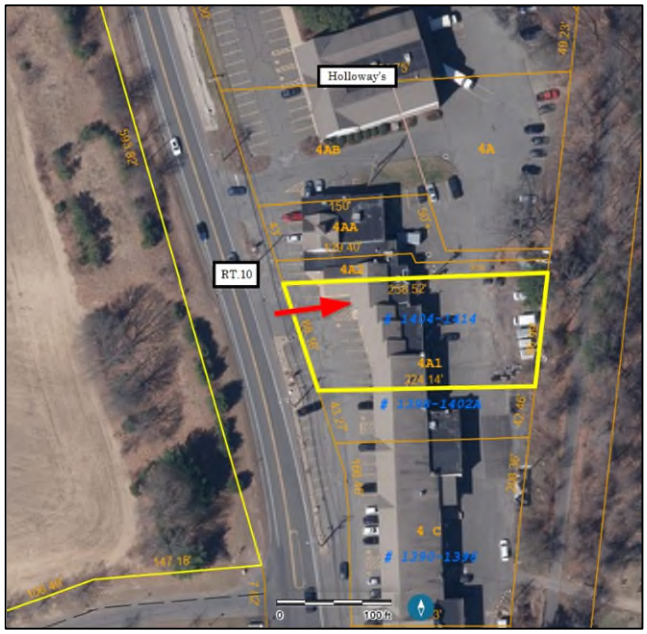


Figure 1 Business Location

Staff Analysis

The 12 s.f. wall sign and freestanding insert are the same as the previous sign in color scheme, size, location, and lighting. The proposal meets all zoning requirements. The wall sign is an aluminum panel with 1-inch thick, polyvinyl chloride (PVC) painted letters. The wall sign and business location is shown in Figure 1 above. The proposed sign designs are on the following page.

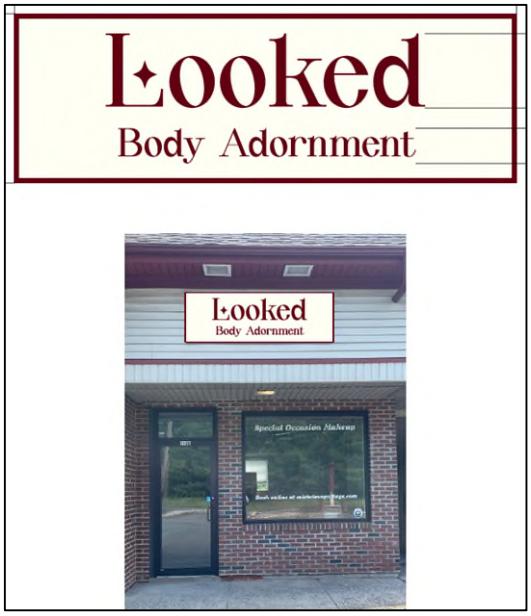


Figure 2 Proposed Wall Sign



Figure 3 Proposed Freestanding Insert (Colors to Match Existing Conditions)

The color scheme for both signs will match the rest of the plaza.

Staff finds the proposal is consistent with the Simsbury Zoning Regulations and the Guidelines for Community Design.

Draft Motion

MOVED, the Design Review Board submits a positive referral for the **Zoning Compliance Review** of Robert Kevorkian a.k.a Higleyville, LLC, Owner; Andrea Saunders, Applicant; for sign permit to install one ± 12 s.f. wall sign and one freestanding sign insert for the tenant fit out of Looked at 1406 Hopmeadow Street (Map Block Lot I04 439 004A-1), Simsbury, Zone B-2. The referral is based on the following conditions:

1. The project shall be developed in substantial conformance with the sign plan stamped received by the Simsbury Planning Department on August 12, 2026.

2. Staff can approve minor modifications to the approved plans prior to implementation in the field.

Town of Simsbury

933 HOPMEADOW STREET SIMSBURY, CONNECTICUT 06070

Office of Community Planning and Development

RECEIVED
AUG 31 2026
TOWN OF SIMSBURY
PLANNING DEPARTMENT

ZONING COMPLIANCE REVIEW- $25.00 #____-____

Applicant Name: Pamela Brealey			**Property Owner:** Simsbury Commons LLC		
Property Address: 498 Bushy Hill Rd					
Contact Info (phone, email)					
Permit Mailing Address: 38 Elm Street, Meriden, CT 06450					
Proposed Structure: Wall Sign	**Sq. Ft.** 98.75		**Length:** 27'.10"	**Width:**	**Height:** 3'.5"
Proposed Use: Gym			**Existing Use:** Gym		
Zoning District: B3	**Variance: Yes/No** No		**Parcel Size:**		
Flood Zone: NO	**Wetlands: Yes/No** No		**If yes, approval date:**		
1st Floor Area: _____sq. ft.	**2nd Floor Area:** _____sq. ft.		**Historic District: Yes/No** No		
Special Exception: Yes/No: Describe: no					
Comm/Industrial/Business Structures: Coverage: Existing % _____ **Proposed %**_____					

Please provide:

1. **A copy of a map or site plan, drawn to scale, to include the following:**
   - **Location and exact dimensions of all boundaries of the lot;**
   - **Location of wetlands and watercourses on or near property;**
   - **Location and exact dimensions of all existing and proposed structures, septic system and water supply;**
   - **Exact distance of proposed structures from property lines;**
   - **A floor plan if the application is for a commercial change of use.**
2. **Staff may require additional information based on the type of permit required.**

REQUIRED ZONING INSPECTIONS- OFFICE USE ONLY

□ E&S compliance □ Foundation As Built □ Final As- Built □Certificate of Occupancy □ Site Plan Compliance □ Limits of Clearing □ Final Zoning Compliance

APPROVED: _____ **Date:** _____ **DENIED:** _____ **Date:** _____

FOR OFFICE USE ONLY

CERTIFICATE OF OCCUPANCY SIGN OFF

A request has been made for Certificate of Occupancy for a, _____ **(structure), at,** _____ **(address), Building Permit #**_____.

Departments	Signature/Sign off	Date
Health Dept/FVHD		
Sewer- Public		
Fire Marshal		
Zoning/ZBA		
Wetlands		
HDC		
Engineering		
Comments		

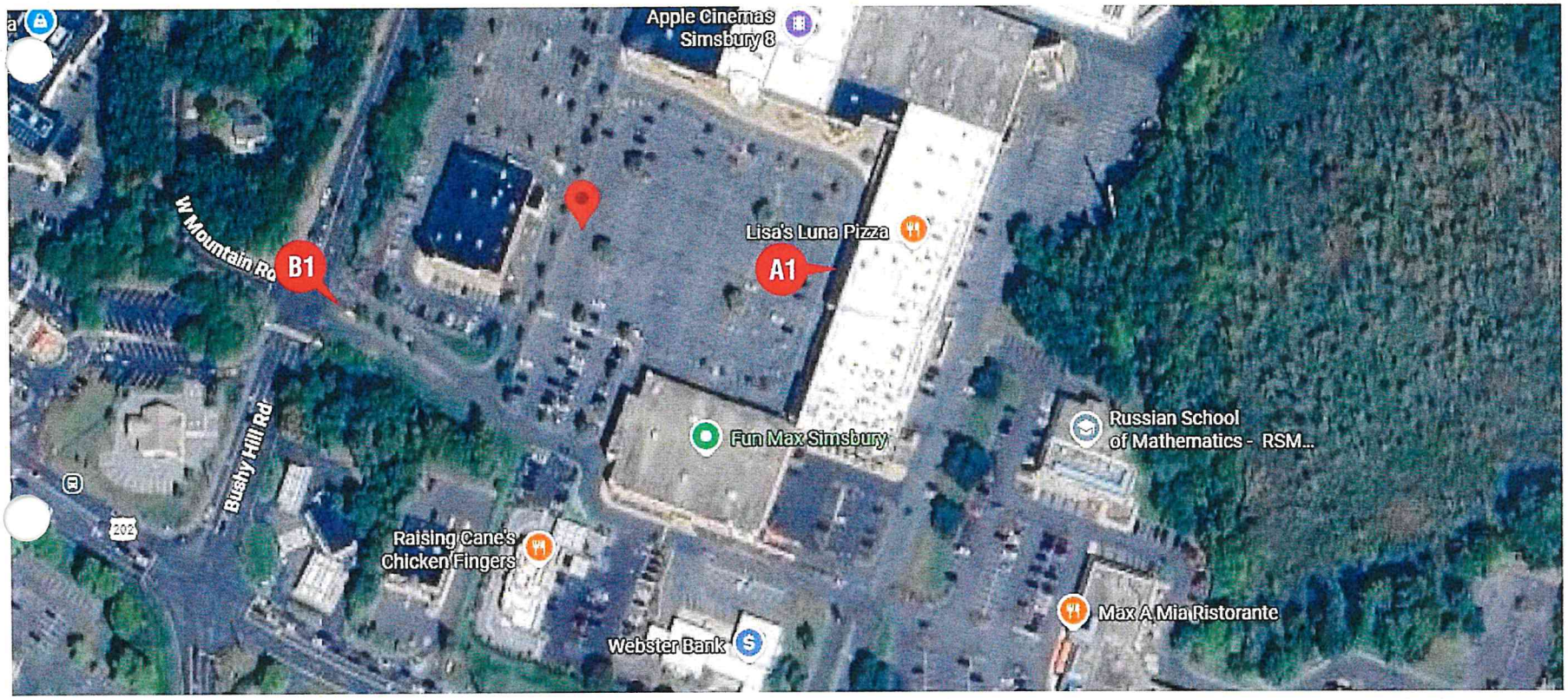
08-31-2026 4562 CHECK 25.00

CLIENT	PROJECT		REV	DATE
Planet Fitness	Simsbury, CT	APS	5	08/26/2026

Site Plan (NTS)

A. FRONT ELEVATION
   1. HALO-LIT CHANNEL LETTERS
B. DOUBLE SIDED MONUMENT SIGN
   1. NEW PANELS

N



PROJECT ADDRESS
498 Bushy Hill Rd
Simsbury, CT 06070

FILE NAME
Planet Fitness_Simsbury, CT

ACCOUNT REP.
Rick L.
516-493-1759

DESIGNER
Melissa N.

COMMENTS
-

! ATTENTION !

WALL DAMAGE AND DISCOLORATION ARE COMMON WHEN OLD SIGNAGE IS REMOVED. PLEASE ARRANGE NEEDED REPAIRS, PAINT AND CLEANING WITH THE ACCOUNT REPRESENTATIVE BEFORE NEW SIGNAGE IS INSTALLED.

ELECTRICAL REQUIREMENTS
(1) CIRCUIT
120 VOLT/20 AMPS

FINAL ELECTRICAL CONNECTION BY CUSTOMER

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I HAVE REVIEWED THE ABOVE SPECIFICATIONS & HEREBY FULLY UNDERSTAND THE CONTENT OF THE WORK TO BE PERFORMED THAT I APPROVE THIS PROJECT TO BEGIN.

CLIENT:

SIGNATURE: _____ DATE: ____ / ____ / _____

LANDLORD:

SIGNATURE: _____ DATE: ____ / ____ / _____

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631-446-1121
435 Brook Ave. Deer Park, NY 11729

CLIENT	PROJECT		REV	DATE
Planet Fitness	Simsbury, CT	APS	5	08/26/2026

A Front Elevation

PROPOSED



EXISTING



PROJECT ADDRESS

498 Bushy Hill Rd
Simsbury, CT 06070

FILE NAME

Planet Fitness_Simsbury, CT

ACCOUNT REP.

Rick L.
516-493-1759

DESIGNER

Melissa N.

COMMENTS

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LANDLORD: SIGNATURE: _____ DATE: ____ / ____ / _____

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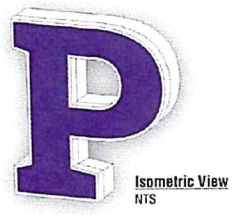
CLIENT	PROJECT	REV	DATE
Planet Fitness	Simsbury, CT APS	5	08/26/2026

A1 Front Elevation - Halo-Lit Channel Letters Flush mounted

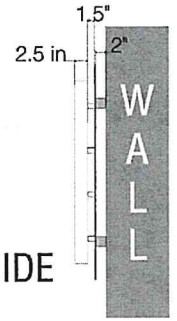
98.75 SF, QTY. 1



FACES:	White	.080 Aluminum
VINYL:	Bright Violet 3M 3630-158	Applied to Face
RETURNS:	White	.080 Aluminum (2" deep Typical)
BACKS:	Clear	3/16" Lexan
ILLUMINATION:	White 5000K* *Per Client	Sloan LED Prism 12VDC
MOUNT:	White	1 1/2" deep PVC Spacers
PANEL:	To Match Facade	.125" Aluminum Contour Backer
MOUNT:	Existing	Permanently Mounted Tracks affixed to building by LL



Isometric View
NTS



NEED MORE INFO ON WHERE MOUNTING TRACKS WILL BE INSTALLED



PROJECT ADDRESS
498 Bushy Hill Rd
Simsbury, CT 06070

FILE NAME
Planet Fitness_Simsbury, CT

ACCOUNT REP.
Rick L.
516-493-1759

DESIGNER
Melissa N.

COMMENTS
-

! ATTENTION !
WALL DAMAGE AND DISCOLORATION ARE COMMON WHEN OLD SIGNAGE IS REMOVED. PLEASE ARRANGE NEEDED REPAIRS, PAINT AND CLEANING WITH THE ACCOUNT REPRESENTATIVE BEFORE NEW SIGNAGE IS INSTALLED.

ELECTRICAL REQUIREMENTS
(1) CIRCUIT
120 VOLT/20 AMPS

FINAL ELECTRICAL CONNECTION BY CUSTOMER

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CLIENT: SIGNATURE: _____ DATE: ____ / ____ / _____

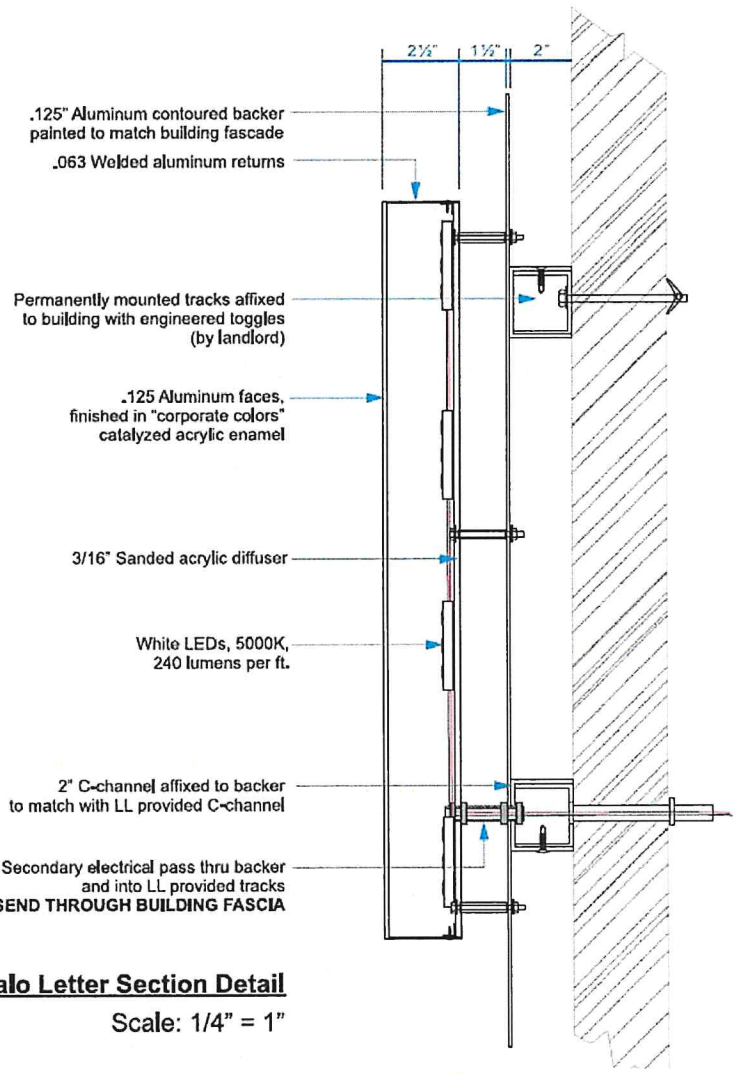
LANDLORD: SIGNATURE: _____ DATE: ____ / ____ / _____

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435 Brook Ave. Deer Park, NY 11729

CLIENT	PROJECT	REV	DATE
Planet Fitness	Simsbury, CT APS	5	08/26/2026

Typical Construction - Halo-Lit Channel with Spacers on a panel

NOT TO SCALE



Typical Halo Letter Section Detail

Scale: 1/4" = 1"

CHANNEL LETTER NOTES

Seams in returns to overlap to divert water entry
Weep holes required in all letters (n/a for interior installation)
All conduit (electrical out) to exit back of letters at a uniform distance above the bottom of each letter
All exposed GTO wire to be enclosed in 1/2" conduit
ALL COMPONENTS ARE UL LISTED

PROJECT ADDRESS

498 Bushy Hill Rd
Simsbury, CT 06070

FILE NAME

Planet Fitness_Simsbury, CT

ACCOUNT REP.

Rick L.
516-493-1759

DESIGNER

Melissa N.

COMMENTS

-

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ELECTRICAL REQUIREMENTS
(1) CIRCUIT
120 VOLT/20 AMPS

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CLIENT:

SIGNATURE: _____ DATE: ____ / ____ / _____

LANDLORD:

SIGNATURE: _____ DATE: ____ / ____ / _____

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631-446-1121
435 Brook Ave. Deer Park, NY 11729

CLIENT	PROJECT	REV	DATE
Planet Fitness	Simsbury, CT APS	5	08/26/2026

B Double Sided Monument

-

PROPOSED



EXISTING



PROJECT ADDRESS

498 Bushy Hill Rd
Simsbury, CT 06070

FILE NAME

Planet Fitness_Simsbury, CT

ACCOUNT REP.

Rick L.
516-493-1759

DESIGNER

Melissa N.

COMMENTS

-

! ATTENTION !

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ELECTRICAL REQUIREMENTS
(1) CIRCUIT
120 VOLT/20 AMPS

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I HAVE REVIEWED THE ABOVE SPECIFICATIONS & HEREBY FULLY UNDERSTAND THE CONTENT OF THE WORK TO BE PERFORMED THAT I APPROVE THIS PROJECT TO BEGIN.

CLIENT:

SIGNATURE: _____ DATE: ____ / ____ / _____

LANDLORD:

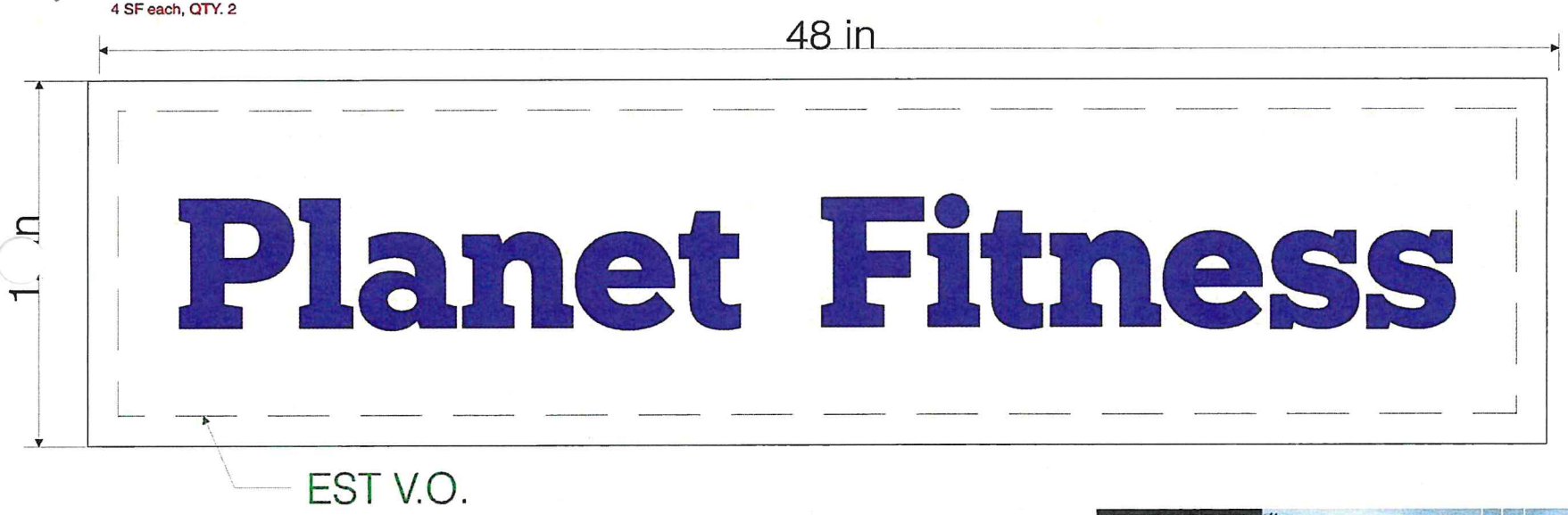
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CLIENT	PROJECT		REV	DATE
Planet Fitness	Simsbury, CT	APS	5	08/26/2026

B1 Double Sided Monument - New Panels Non-illuminated

4 SF each, QTY. 2



FACES: White — .040 Aluminum

VINYL: Bright Violet 3M 3630-158 — Applied to Face 1st Surface

PROPOSED



PROJECT ADDRESS

498 Bushy Hill Rd
Simsbury, CT 06070

FILE NAME

Planet Fitness_Simsbury, CT

ACCOUNT REP.

Rick L.
516-493-1759

DESIGNER

Melissa N.

COMMENTS

-

! ATTENTION !

WALL DAMAGE AND DISCOLORATION ARE COMMON WHEN OLD SIGNAGE IS REMOVED. PLEASE ARRANGE NEEDED REPAIRS, PAINT AND CLEANING WITH THE ACCOUNT REPRESENTATIVE BEFORE NEW SIGNAGE IS INSTALLED.

ELECTRICAL REQUIREMENTS
(1) CIRCUIT
120 VOLT/20 AMPS

FINAL ELECTRICAL CONNECTION BY CUSTOMER

PLEASE NOTE:

Colors of the final product may vary from this drawing. Environmental factors such as location, weathering, size, etc. may also play a role in the look of an installed product.

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CLIENT: SIGNATURE: _____ DATE: ____ / ____ / ____

LANDLORD: SIGNATURE: _____ DATE: ____ / ____ / ____

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DRAWING REVISION LOG

CLIENT: Planet Fitness

PROJECT: Simsbury, CT

REV #	DATE	DESCRIPTION	REQUESTED BY (IF APPLICABLE)
1	05/27/2026	Please send drawings.	N/A
2	07/21/2026	The LL has stated we can take where the old Bobs store is.	Christina G (PF)
3	08/06/2026	Update to Survey measurements	-
-	08/20/2026	I just received the attached letters from the Zoning Department. There was a meeting for an exception to the tenant signage in July, and it appears the City requested amendments to the signs before offering approval. Looks like an agreement was reached and changes were accepted.I just need the revised set of plans.	Pamela Brealey
5	08/26/2026	I just received clarification from the Code Enforcer on the revised plans. The sign design has to conform to the unified sign plan I sent you previously. This means the sign needs to use the aluminum backer halo lit design using all of the specifications below. Also, the tenant space is limited to 98.7 sq. ft. The current revision is too large, make light 5000K	-
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REV #	DATE	DESCRIPTION	REQUESTED BY (IF APPLICABLE)
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Marc S. Nelson, MPA
Town Manager

George K. McGregor, AICP
Director

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT MEMORANDUM

To: **Simsbury Design Review Board**
From: **Joseph Hollis, CZEO**
Date: **September 9, 2026**
Subject: **Zoning Compliance Review** of Simsbury Commons, LLC, Owner; Pamela Brealey, Applicant; for sign permit to install one ± 98.75 s.f. wall sign and associated freestanding sign inserts for the tenant fit out of Planet Fitness at 530 Bushy Hill Road (Map Block Lot B20 508 001-B), Simsbury, Zone B-3.

Background

The sign permit for Planet Fitness includes a wall sign mounted above the tenant space formerly occupied by Bob's closeout store and tenant panel inserts on the existing freestanding sign for the plaza at Simsbury Commons.



Figure 1 Proposed Sign Locations

The parcel is 16.4 acres and is situated adjacent to Bushy Hill Road and Rt.44. The tenant space is approximately 120 feet in length within the plaza.

Staff Analysis

The 98.75 s.f. wall sign and freestanding inserts meet the size and deign requirements according to the approved unified sign plan for Simsbury Commons. The proposal meets all

zoning requirements. The wall sign is a halo-lit channel letter aluminum panel mounted to an aluminum backer that is mounted to the building. The proposed sign locations are shown in Figure 1 on page 1 with the designs below.



Figure 2 Proposed Wall Sign



Figure 3 Proposed Freestanding Insert

Staff finds the proposal is consistent with the Simsbury Zoning Regulations and the Guidelines for Community Design.

Draft Motion

MOVED, the Design Review Board submits a positive referral for the **Zoning Compliance Review** of Simsbury Commons, LLC, Owner; Pamela Brealey, Applicant; for sign permit to install one ± 98.75 s.f. wall sign and associated freestanding sign inserts for the tenant fit out of Planet Fitness at 530 Bushy Hill Road (Map Block Lot B20 508 001-B), Simsbury, Zone B-3. The referral is based on the following conditions:

1. The project shall be developed in substantial conformance with the sign plan stamped received by the Simsbury Planning Department on August 31, 2026.

2. Staff can approve minor modifications to the approved plans prior to implementation in the field.