I. CALL TO ORDER

Vice Chairman Cacace called the meeting to order at 7:35 a.m.

II. ROLL CALL

The roll was called.

III. DETERMINATION OF QUORUM

A quorum was present for this meeting.

IV. PLEDGE OF ALLEGIANCE

All present recited the Pledge of Allegiance.

V. APPROVAL OF MINUTES – June 2, 2009 Regular Meeting
VI. COMMUNICATIONS

1. Letter of June 11, 2010 from Director of Artsplace

VII. BUSINESS

1. Plan Reviews

2. Sign Reviews

A) Stop & Shop – 275 Highland Avenue

Christina Moreau representing Stop & Shop from Ajnali Signs was present on behalf of this sign review this morning. She stated that Stop & Shop has created a new logo and they would like to replace it in all of their stores, requiring a change to the existing sign on the building. There are 2 welcome signs, underneath, by the doorways and on the other side there is another set of letters. They would like to replace the existing “welcomes” with 2 new “welcomes”; the Stop & Shop with their new tag line “Stop & Shop Low Prices, Great Food” and then on the side wall, the Stop & Shop as well. There is currently 316 square feet on the building now and the changes would be actually a reduction in square feet, to 264 square feet. Stop & Shop letters will be the same size, 4 foot letters, the side letters are also the same size of what they currently are but the new log is not as bold and bulky, its smaller and less square footage. Ms. Moreau explained that these are the colors they use in all of their stores and she believes it is very tasteful and will be a nice looking sign on the building.

Ms. Moreau added that the other thing that Stop & Shop is looking to do is to just change the faces on the existing pylon sign by the road. The old copy will be removed and the new copy will be installed in its place, there is no change in size or square footage. It was noted that there is only 1 pylon sign, at the intersection of Main Street / Maple Avenue and West Main Street. Ms. Archibald asked if this sign is light at night and Ms. Moreau replied yes. Ms. Archibald asked if it was just the print out or was the new sign on the pylon going to be brighter? Ms. Moreau replied it will not be brighter, it is just the “Photo Shop effect”.

Vice Chairman Cacace clarified that the front of the Stop & Shop building will still say “Stop & Shop” but it will also now say “Low Prices, Great Food”? Ms. Moreau said that was correct, that is their new branded logo.

Mr. Sitko noted that originally Stop & Shop was going to have some of the different departments of the store listed on the front of the building in Cheshire, like what is found in many other Stop & Shop locations, but that was not approved as part of that signage approval many years ago.
Vice Chairman Cacace asked if Ms. Moreau knew if Stop & Shop was going to improve the landscape around the pylon sign because they originally had more landscaping and now it’s almost non-existent. It was noted that when Rite Aid came to this Committee with their plans for their new store on the corner there, it had almost a parklet on that corner in question. Mr. Sitko noted that there will be a monument sign there, too.

Vice Chairman Cacace stated that she was OK with the signs, as presented. She did express her concerns that the original landscape plans for Stop & Shop when they remodeled some time ago was a lot nicer than what is found there now. Ms. Moreau stated that she would present that to Stop & Shop.

B) Wells Fargo – 311 Highland Avenue

Wells Fargo signs will replace the signs at Wachovia Bank. No change in the dimensions of the signs will occur. The committee found the signage proposal acceptable.

3. Committees

A) Sign

No report.

B) Expo

No report.

C) Adopt-a-Spot

A letter will be sent to the adopters reminding them to weed, water and replace dead plants.

D) Tree

No report.

4. Projects

A) Barrels

Ms. Cacace noted that the begonias in the barrels are looking nice.
B) West Main Street Commercial Area

Mr. Sitko stated that there have been a couple of meetings about the West Main Street streetscape project over the last couple of weeks. The first phase of the project should be starting by the end of July. The State is planning to do the work on the culvert during the summer of 2011 but because of how well the prices came in for the first phase of this project the West Main Street Streetscape Committee is looking into bidding a large part of the second phase of this project.

Mr. Sitko also talked about amending Milone & MacBroom’s engineering contract for this project, which will need Town Council approval.

C) TBC Awards

Ms. Cacace reminded everyone to be on the lookout for properties to nominate.

D) Town Hall – Decorative Wall

Committee members were pleased with the appearance of the wall and plants.

E) Artsplace

No report.

F) Street Trees

Mr. Sitko reported that funds were encumbered for five trees at Cheshire Park. The trees will be planted later this year.

5. Reports:

A) Parks & Recreation Report

There was no report from the Parks & Recreation Commission.

B) Economic Development

There was no report from the Economic Development Commission.

C) Town Council
There was no report from the Town Council.

D) Planning & Zoning

There was no report from the Planning and Zoning Commission.

7. Summer Meeting Schedule

The committee will not meet in August.

8. Other

VIII. ADJOURNMENT

Vice Chairman Cacace adjourned the Town Beautification Committee meeting at 8:20 a.m.

Respectfully submitted:

Tracey M. Kozlowski
Substitute Recording Secretary