



ARCHITECTURAL ADVISORY COMMITTEE

DATE: September 24, 2019

APPLICANT: 242 South Salem Road

Exxon gas station

MEETING LOCATION: Town Hall Annex
Back Lower Level Conference Room

RECEIVED

SEP 25 2019

AAC MEMBERS:

(Place check next to those who attended)

☒ S. Benton ☐ J. Clements ☐ J. Goldfluss ☐ J. Heyman
☒ J. Kinnear ☒ L. Lavelle ☐ G. Lounsbury

Planning & Zoning Commission
Inland Wetlands Board

ALSO PRESENT: Mr. Whiting

APPLICATION: ☐ Special Permit – *New Building* ☐ Site Plan Approval
☐ Special Permit – *Addition* ☒ Signs
☐ Exterior Renovation ☐ Other: _____

ACTION: ☐ AAC recommends design approval as noted
☒ AAC does not recommend design approval
☐ Additional design studies/information requested
☐ Other: _____

COMMENTS, EXCEPTIONS AND/OR RECOMMENDED CONDITIONS

The applicant requests numerous advertising signs and freestanding structures at the gas pumps to advertise a new gas additive called 'Synergy'. We explained that our regulations do not permit blatant advertising.

The applicant also wishes to replace the freestanding sign panel with one incorporating the Synergy logo as large as the Exxon logo. We informed him this would be an advertising sign, and not permitted. We also explained that our regulations call for opaque backgrounds – he will do this.

Ridgefield signs are to identify a business with one building sign and one freestanding sign, and no advertising.

We do not recommend that any of the materials submitted be approved.

Vote

For approval of recommendations: 3

Against approval of recommendations: 0

BY: John Kinnear



ARCHITECTURAL ADVISORY COMMITTEE

DATE: September 24, 2019

APPLICANT: 31 Danbury Road

Mobil gas station

MEETING LOCATION: Town Hall Annex
Back Lower Level Conference Room

RECEIVED

SEP 25 2019

Planning & Zoning Commission
Inland Wetlands Board

AAC MEMBERS:

(Place check next to those who attended)

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