

DEPARTMENT OF  
COMMUNITY SERVICES

April 30, 2015

To: Town Council

From: Todd Dumais, Town Planner 

**SUBJECT: 7 NORTH MAIN STREET  
SPECIAL DEVELOPMENT DISTRICT ADMINISTRATIVE  
AMENDMENT (SDD #28-R1-15)**

I have received an administrative amendment request from Bret Bowin (Architect) on behalf of Sarjac Partners, LLC, Fringe Hair Works, LLC and Face IT, LLC for revisions to the approved Special Development District plan (SDD #28) located at 7 North Main Street. The request is for minor modifications to site signage and required parking.

Attached are the narrative and supporting plans which further explain the proposal.

The requested modifications fall within the approval powers contained in *Section 177-44C (9)* of the Code of Ordinances. This section allows the Town Planner to approve minor adjustments to limited plan elements of an SDD, in this instance, to *Section 177-44C (9) (c)* the arrangement of parking spaces within a designated area may be adjusted, and the number of required parking spaces (including the mixture of types of spaces required) may be adjusted by up to a cumulative total of 10% of the required number of spaces or 10 spaces, whichever is less and *(f)* the size of signs. It is my opinion that the plan, as modified, is in accordance with the purpose of the original SDD approved by the Town Council.

The purpose of the memo is to notify the Town Council of my intention to approve the requested modifications. This notice of approval is given with the understanding that such action will not be effective until the day following the next regular meeting of the Town Council and that such notice of approval is given 10 days prior to such Council meeting. This matter would therefore appear as a regular agenda item on the Regular Town Council Meeting of *Tuesday, May 12, 2015*. It is understood that the Town Council may reject my approval decision and direct that the modifications requested be considered under the provisions of *Section 177-44C (9)* which would require a complete application for amendment and requisite public hearing.

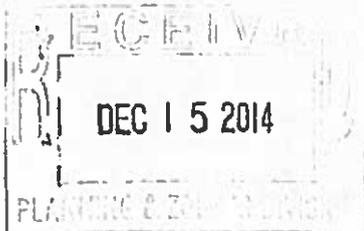
C: Ronald Van Winkle, Town Manager  
Joseph O'Brien, Corporation Counsel  
Mark McGovern, Director of Community Services  
Patrick Alair, Corporation Counsel  
Michael Reiner, Owner  
Brett Bowin, Architect  
Subject SDD File

SD/TPZ.SDD.NorthMainSt7\_SDD#28\_R1\_15\_May15



TOWN OF WEST HARTFORD  
50 SOUTH MAIN STREET  
WEST HARTFORD, CONNECTICUT 06107-2485  
(860) 561-7555 FAX: (860) 561-7504  
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An Equal Opportunity/Affirmative Action Employer



**URFORM, LLC**  
ARCHITECTURE AND PLANNING  
25 WESTBOROUGH DRIVE  
WEST HARTFORD, CONNECTICUT 06107

TELEPHONE (860) 561-4428  
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**BRET RICHARD BOWIN**  
Office: (860) 561-4428  
Email: [bret@ur-form.com](mailto:bret@ur-form.com)

December 15, 2014

Todd Dumais, Town Planner  
Town of West Hartford  
Town Hall  
50 South Main Street  
West Hartford, CT 06107

Re: Administrative Amendment of Special Development District #28, 7 North Main Street, West Hartford, Connecticut, Fringe Hair Works, LLC and Face It, LLC, for signage and a parking agreement.

Dear Todd Dumais:

Application is hereby filed on behalf of Sarjac Partners, LLC, Fringe Hair Works, LLC and Face It, LLC, for an administrative amendment to the existing Special Development District #28 at 7 North Main Street, West Hartford, Connecticut, (the "Property"). This application proposes signage for the two new businesses at 7 North Main Street; Fringe Hair Works, LLC on the main and upper levels and Face It, LLC on the lower level, and a parking agreement with the Town of West Hartford.

Special Development District #28 (see legal description attached as Exhibit A) consists of the property, 7 North Main Street, West Hartford, CT, only.

Allowable Signage per Town Code Chapter 177:

Gross sign area per 177-33, G. (2) (a) [1] [b]: 60 linear feet frontage x 3 = 180 square feet gross 7 North Main sign area.

Freestanding Sign per 177-33, G. (2) (a) [1] [d]: 36 square feet for double-faced sign for the first 100 feet of address street frontage, and for address frontages in excess of 100 linear feet, such freestanding sign area may be increased at a ratio ... of 0.36 square foot per frontage foot

## **URFORM, LLC**

Members of the West Hartford Town Council

December 15, 2014

for a double faced sign. 7 North Main street address frontage is 114 linear feet,  $x 0.36 = 41$  square feet total allowable freestanding sign area. Please see Exhibit C

### Proposed Signage:

Fringe Hair Works and Face It proposed to utilize the existing masonry monument facing North Main Street. The brick masonry monument will be repaired and repointed. Freestanding Sign construction will consist of (4) signs measuring 80" by 18" (10 square feet) each on opposing faces of the existing monument for a total of 40 square feet. Signs will be constructed of high grade plexiglass and will have a 1" standoff from the monument affixed with masonry anchors. Lettering will also consist of high grade plexiglass and affixed to plexiglass with a 1" standoff. Fringe in white letters with a dark smoke plexiglass background and Face It with a translucent white background and deep violet letters. Illuminated with the existing ground lights.

### Building Signage:

Front entablature: Cut 8" plexiglass letters in black affixed to entablature above front columns with screws, 8" x 10' = 7 square feet

West Entry (2) plexiglass with vinyl letter signs on existing sign bracket (rear door) each measuring 24" wide by 12" high. 2' x 2' = 4 square feet.

### Gross sign area proposed:

- 40 square feet on double sided free standing monument
- 11 square feet of building mounted signs
- 51 total square feet of sign are proposed.

See Exhibit B.

### Parking Condition:

The current condition of approval regarding parking at 7 North Main Street, is no longer consistent with the uses at the site. Following discussions with Town staff, the applicant proposes to revise the parking condition of approval (condition 2D(4) of the existing conditions) by deleting the existing condition and replacing it with the following:

The following is agreed upon by The Town of West Hartford and Sarjac Partners, LLC:

- The Town will issue up to 17 monthly parking passes at no charge.
- Cards will be issued to individuals who Sarjac Partners, LLC can designate. Those individuals will be responsible for fees to replace lost cards.

**UrFoRm, LLC**

Members of the West Hartford Town Council

December 15, 2014

- The Town will also provide 1-hour validated parking for the customers of Fringe Hair Works, LLC and Face It, LLC at no charge. The system will be adjusted to reflect 1-hour free validated parking for those stamps.
- Parking on the 7 North Main Street site can be limited to use by tenants' customers during business hours (as was the case with LOL Club) according to the approved plan, but the public may park there during other hours and the Town has the right to collect revenue from the spaces other than validated parking.

The owner has consented to the filing of this Application by signing a letter of participation which is attached to this application as Exhibit D, as well as the Affidavit of Interest, which is attached hereto as Exhibit E.

Very truly yours,

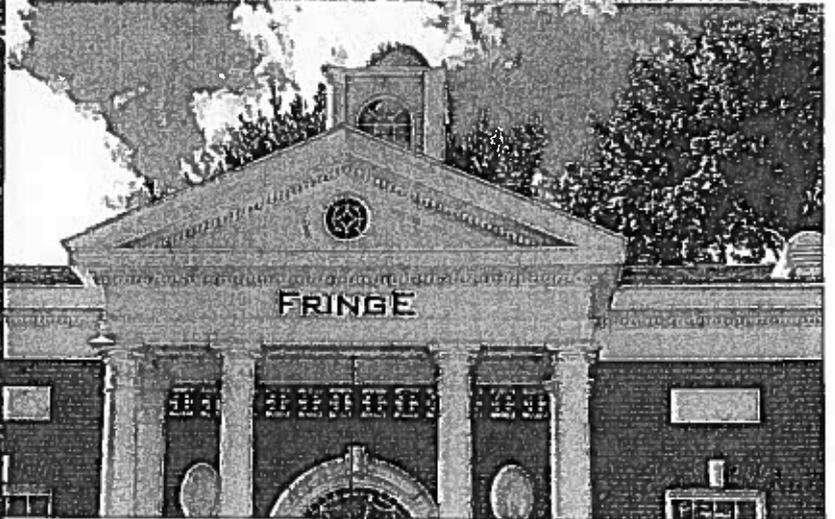
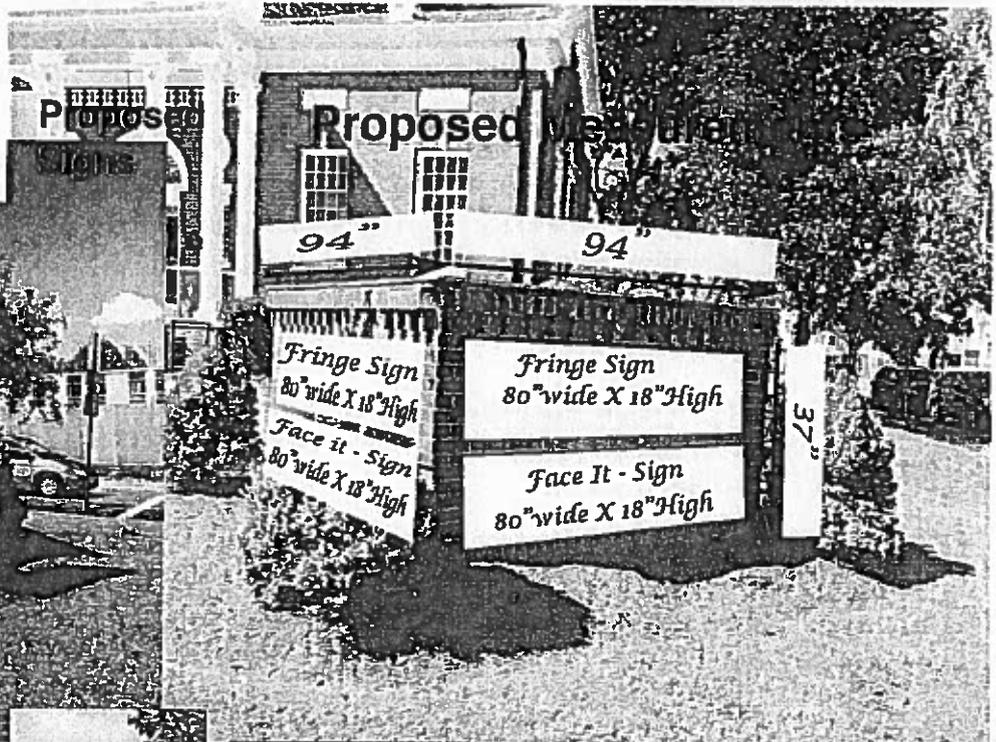


Bret Bowin, Architect

UrFoRm, LLC

# Sign Plans 7 North Main Street

**FRINGE**  
HAIR WORKS  
Medical Aesthetics & Spa  
**Face It**



## Work

Sign construction will consist of 4 signs measuring 80" by 18" Each on opposing faces of the existing monument located at 7 North Main. Signs will be constructed of high grade plexiglass and will have a 1" standoff from the monument affixed with masonry anchors. Lettering will also consist of high grade plexiglass and affixed to plexiglass with a 1" standoff. Fringe in White letters with a dark smoke plexiglass background and Face it With a Translucent white Background and deep violet letters. Illuminated with the existing ground lights. Cut 8" Plexiglass letters in black affixed to placket area above front columns with screws. 2 Plexiglass with vinyl letter signs on existing sign bracket (rear door) each Measuring 24" Wide by 12" high.



## SCHEDULE A

A certain piece or parcel of land with the buildings and improvements thereon, situated in the Town of West Hartford, County of Hartford, State of Connecticut, known as 7 North Main Street more particularly bounded and described as follows:

Beginning at a merestone set in the south street line of Brace Road at the northeast corner of property known as Firehouse No. 2 Town of West Hartford which also marks the northwest corner of the property herein described.

Thence N83°-29'-16"E along the south street line of Brace Road a distance of one hundred ninety-three and thirty-eight one hundredths feet (193.38') to a point of curvature.

Thence easterly and southerly along a curve to the right having a radius of 25.00' and an arc distance of forty-one and forty-three one hundredths feet (41.43') to a point of tangency.

Thence S1°-23'-06"E along the west street line of North Main Street a distance of ninety-two and seventy-four one hundredths feet (92.74') to a point of curvature which point marks the northeast corner of property of the Town of West Hartford.

Thence S88°-53'-16"W along property of the Town of West Hartford a distance of two hundred one and fifty one hundredths feet (201.50') to a point.

Thence N11°-59'-48"W along other property of the Town of West Hartford a distance of one hundred one and five one hundredths feet (101.05') to the point and place of beginning.

Being the same premises shown on that certain map or plan entitled "MORTGAGE SURVEY FOR JOHN C. WILSON III & HARTFORD NATIONAL BANK AND TRUST COMPANY PIONEER NATIONAL TITLE INSURANCE COMPANY 7 NORTH MAIN STREET WEST HARTFORD, CONNECTICUT DATE: 2/21/82 JOB NO. 8211 SCALE: 1" = 20' SHEET NO. 1 F A Hesketh & Associates 101 Millbrook Common Bloomfield, CT 06002"

Together with all the right, title and interest in the leasehold estate and interest granted to John C. Wilson, III by the Town of West Hartford in a lease dated December 31, 1981, recorded in Volume 799 at Page 28, amended March 24, 1982, together with all renewals, modifications and extensions thereof and all credits, deposits and options, privileges, rights of renewal and other rights of the tenant thereunder. \*\*

Said premises are conveyed subject to taxes on the List of October 1, 2000 which taxes the Grantee herein assumes and agrees to pay as part consideration for this deed.

\*\* Said Amendment to Lease was dated and recorded March 24, 1982, and was again recorded on September 16, 1982, correcting a prior omission.



# SARJAC PARTNERS, LLC

11 TALCOTT NOTCH ROAD  
FARMINGTON, CT 06032  
(860) 985-9576

## Exhibit D

December 15, 2014

Todd Dumais, Town Planner  
Town of West Hartford  
Town Hall  
50 South Main Street  
West Hartford, CT 06107

Re: Administrative Amendment of Special Development District #28, 7 North Main Street, West Hartford, Connecticut, Fringe Hair Works, LLC and Face It, LLC, for signage and a parking agreement.

Dear Mayor Slifka and Honorable Members of the Town Council:

Sarjac Partners, LLC is the owner of the building at 7 North Main Street, West Hartford, Connecticut. The property is the subject of the above-referenced application to amend Special Development District #28. This application proposes signage for the two new businesses at 7 North Main Street; Fringe Hair Works, LLC on the main and upper levels and Face It, LLC on the lower level. The undersigned certifies that it is participating in the improvements to its building and signage, and does not have an objection to the application.

Respectfully Submitted,

Sarjac Partners, LLC  
A Connecticut Limited Liability Company

By: 

Michael D. Reiner, Manager

# SARJAC PARTNERS, LLC

11 TALCOTT NOTCH ROAD  
FARMINGTON, CT 06032  
(860) 985-9576

## Exhibit E

December 15, 2014

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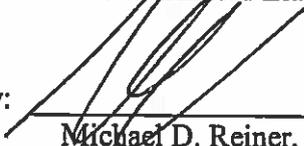
Dear Mayor Slifka and Honorable Members of the Town Council:

This letter shall certify that Sarjac Partners, LLC is the sole owner of 7 North Main Street, West Hartford, Connecticut.

Respectfully Submitted,

Sarjac Partners, LLC  
A Connecticut Limited Liability Company

By:

  
\_\_\_\_\_  
Michael D. Reiner, Manager