



Celebrating 35 Years

27 Britton Drive, Bloomfield, CT 06002 860-242-0031 800-466-4278 artfxsigns.com

October 5, 2017

To: Jeff Cormier, East Hartford Town Planner and the E. Hartford Planning & Zoning Commission

Re: VIP Car Wash sign package, 170 Tolland St.

ARTfx is seeking on behalf of VIP Car Wash, the following special amendments to East Hartford sign regulations. The amendments are within the limitations of the commission's ability to grant certain provisions:

1. Based on the current East Hartford sign regulation, a business is allowed a total of two signs. The Commission has authority to amend the limit and approve a 50% increase to allow a total of three signs if deemed appropriate for the particular business.

We are requesting a 3<sup>rd</sup> sign in the form of a one word "menu" reading "WASH". This sign is set back approx. 215' from the Tolland Street entry, and is mandatory to direct vehicles to the wash tunnel entry in the rear of the building

2. Based on the current East Hartford sign regulation, a business is allowed a cumulative sign area that does not exceed one square foot per linear foot of building frontage. The VIP Car Wash has a 78 foot building frontage allowing for 78 square feet of signage. The Commission has authority to amend the size regulation and approve a 50% increase in sign area if deemed appropriate for the particular business.  $78 \times 1.5 = 117$ .

We are requesting a total square footage of 108.31, a total increase of 38.85 %

It should be noted that the sides of the building perpendicular to Tolland Street are 165 feet long.

It should also be noted that businesses immediately adjacent to VIP have grandfathered square footage far exceeding current allotments

3. Based on the current East Hartford sign regulation, a free-standing sign cannot exceed a height of 15'-0". The Commission has authority to amend the size regulation and approve a 50% increase in sign height if deemed appropriate for the particular business.  $15'-0" \times 1.5 = 22'-6"$

We are requesting a total pylon sign height of 16'-9", a total increase of 11.66%

It should be noted that businesses immediately adjacent to VIP currently have grandfathered pylon signs that stand 21'-0" and 22'-6" respectively

Lawrin Rosen, President, ARTEffects, Inc. D/B/A ARTFx

**TOWN OF EAST HARTFORD  
PLANNING & ZONING COMMISSION  
APPLICATION FORM**

DATE: 9/13/2017

Official Receipt Date:

9 / 15 / 17

**1. APPLICATION TYPE: (CHECK ALL THAT APPLY)**

**\*COMPLETE SECTION ON PAGE 2 OR 3**

- |  |  |
|--|--|
| <input type="checkbox"/> SITE PLAN APPLICATION   | <input type="checkbox"/> NATURAL RESOURCES REMOVAL AND FILLING |
| <input checked="" type="checkbox"/> SITE PLAN MODIFICATION   | <input type="checkbox"/> SPECIAL USE PERMIT*                   |
| <input type="checkbox"/> FLOOD HAZARD - MAJOR*   | <input type="checkbox"/> ZONING MAP CHANGE*                    |
| <input type="checkbox"/> FLOOD HAZARD - MINOR*   | <input type="checkbox"/> TEXT AMENDMENT*                       |
| <input type="checkbox"/> SOIL EROSION AND SEDIMENTATION - Cumulative disturbed area (sq. ft.): _____ |  |

**2. SITE AND PROJECT INFORMATION**

PROPERTY ADDRESS: 170 TOLLAND STREET, EAST HARTFORD, CT ZONE: I3

ASSESSORS MAP AND LOT: 25-61 PARCEL SIZE (ACRES OR SQ. FT.): \_\_\_\_\_

PROJECT NAME: VIP WASH ! LUBE

PROJECT DESCRIPTION (ATTACH ADDITIONAL SHEETS IF NEEDED):

**3. PROPERTY OWNER INFORMATION**

☐ CHECK IF PRIMARY CONTACT

OWNER OF RECORD: VAL SANTOS

OWNER ADDRESS: 1650 BUSHWICK AVE, BROOKLYN, NY 11207

OWNER PHONE: 914.980.3718 OWNER EMAIL: VSANTOS@VIPWASH.COM

OWNER SIGNATURE: [Signature] PRINT NAME: VAL SANTOS

The undersigned owner hereby authorizes: (1) this application, and (2) the Planning and Zoning Commission and Town of East Hartford staff the right to enter upon the property for the purposes of inspection associated with this application.

**4. APPLICANT INFORMATION**

☒ CHECK IF PRIMARY CONTACT

☐ CHECK IF APPLICANT IS SAME AS PROPERTY OWNER

APPLICANT: ARTFX

APPLICANT ADDRESS: 27 BRITTON DRIVE, BLOOMFIELD, CT 06002

APPLICANT PHONE: 860.242.0031 APPLICANT EMAIL: LAWRIN@ARTFXSIGNS.COM

APPLICANT SIGNATURE: [Signature] PRINT NAME: LAWRIN D. ROSEN

**5. DESIGN PROFESSIONAL INFORMATION**

☐ CHECK IF PRIMARY CONTACT

FIRM: \_\_\_\_\_ PHONE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ EMAIL: \_\_\_\_\_