

TOWN OF WEST HARTFORD

**TOWN COUNCIL PUBLIC HEARING
December 12, 2023, 7:01 p.m.,
Legislative Chambers**

**Re Application filed on behalf of Bloomin'
Brands, Inc, owners of Fleming's Prime
Steakhouse & Wine Bar, lessee of a suite in
Special Development District (SSD) #113,
located at 40 South Main Street and more
commonly known as Blue Back Square.**

A p p e a r a n c e s:

Town Council Members Present:

MAYOR SHARI CANTOR

CAROL BLANKS

ALBERTO CORTES

MARY FAY

***TIFFANI McGINNIS**

DEB POLUN

BARRY WALTERS

BEN WENOGRAD

MARK ZYDANOWICZ

***appearing via teleconference**

RICK LEDWITH

Town Planner

Corporation Counsel

DALLAS DODGE

LEON DAVIDOFF

Town Clerk

1 (Begin: 7:01 p.m.)

2
3 PRESIDENT CANTOR: All right.
4 We are now at 7:01. I am calling the public
5 hearing, December 12, 2023. This is an
6 application on behalf of Bloomin' Brands,
7 Inc, owners of Fleming Prime Steakhouse and
8 Wine Bar, lessee of the suite in Special
9 Development District, SDD Number 113, located
10 at 40 South Main Street and more commonly
11 known as Blue Back Square. The application
12 seeks permission to amend the existing SDD to
13 allow for the installation of additional
14 tenant signage.

15 Roll call, Mr. Davidoff?

16 MR. DAVIDOFF: Good evening,
17 Madam Mayor. Councilor Blanks?

18 COUNCILOR BLANKS: Present.

19 MR. DAVIDOFF: Mayor Cantor?

20 PRESIDENT CANTOR: Here.

21 MR. DAVIDOFF:

22 Councilor Cortes?

23 COUNCILOR CORTES: Here.

24 MR. DAVIDOFF: Councilor Fay?

25 COUNCILOR FAY: Here.

1 MR. DAVIDOFF:

2 Councilor McGinnis?

3 COUNCILOR MCGINNIS: Here.

4 MR. DAVIDOFF:

5 Councilor Polun?

6 COUNCILOR POLUN: Here.

7 MR. DAVIDOFF:

8 Councilor Walters?

9 COUNCILOR WALTERS: Here.

10 MR. DAVIDOFF:

11 Deputy Mayor Wenograd?

12 COUNCILOR WENOGRAD: Here.

13 MR. DAVIDOFF:

14 Councilor Zydanowicz?

15 COUNCILOR ZYDANOWICZ: Here.

16 PRESIDENT CANTOR: Thank you,
17 Mr. Davidoff. We have a Councilor on video
18 because we're being very COVID-safe, and so
19 she had a little exposure.

20 So anyway -- all right. So we
21 will begin with a presentation from the
22 applicant.

23 And that is voice-activated.
24 Just make sure you speak in it so our Court
25 Reporter can hear you.

1 LAWRIN ROSEN: Hi. My name is
2 Lawrin Rosen, and I own ARTfx. We're here on
3 behalf of Fleming's at 44 South Main Street.
4 And our intention is to fabricate and erect a
5 wall sign that I believe is just north of the
6 allotment from the SDD. So we're asking for
7 an amendment to go just a bit north of the
8 margin on the top.

9 The letters, they're going to
10 be fabricated as a halo letter, which is a
11 silhouetted letter. And there's a cabinet
12 underneath that's a push-through style
13 letter. And I can answer any technical
14 questions.

15 PRESIDENT CANTOR: Thank you,
16 Mr. Rosen. And is this -- I know we have
17 some color photos in our presentation. So
18 Fleming's lit that lamp? Okay.

19 LAWRIN ROSEN: Yeah. So we
20 have a Photoshop rendering here that shows
21 Fleming's, which will be, again, a silhouette
22 style letter. It's black with a white halo
23 and there's a cabinet below with a byline and
24 a push-through letter.

25 PRESIDENT CANTOR: So I have a

1 question for town staff. So beyond a little
2 north, it being a little out of the -- is
3 there anything else that it does not conform
4 to?

5 MR. LEDWITH: No, Madam Mayor.
6 Everything else about the sign does conform
7 with our present ordinances.

8 PRESIDENT CANTOR: Okay. So
9 just as a summary, the only reason this is
10 before us is, this is a special development
11 district and a small piece of it is a
12 little --

13 MR. LEDWITH: Outside of
14 the -- what's that, the legal term I would
15 use for that?

16 MR. DODGE: The conditions.

17 MR. LEDWITH: -- outside the
18 original conditions of SDD Number 113.

19 PRESIDENT CANTOR: Thank you.
20 All right. Any -- Ms. Banks?

21 COUNCILOR BLANKS: You
22 answered the question, because that was
23 basically my question as well in terms of,
24 what was the difference in terms of what's
25 there now? What's going up? You answered

1 the question in terms of the silhouette.

2 I had another question, but
3 that's irrelevant. So I'm good.

4 PRESIDENT CANTOR: All right.
5 I just want to make sure that the public --
6 there is a sign-up sheet. Could you just see
7 if there's anybody signed up to speak?

8 All right. Is there
9 anybody -- there's only a couple people here,
10 but -- that would like to speak to this?

11
12 (No response.)

13
14 PRESIDENT CANTOR: Okay. All
15 right. And so Mr. Clerk, have you received
16 any written comments?

17 MR. DAVIDOFF:

18 No, Madam Mayor.

19 PRESIDENT CANTOR: Okay. All
20 right. Are there other questions from the
21 Council? Mr. Zydانowicz?

22 COUNCILOR ZYDANOWICZ: Thank
23 you, Madam Mayor. So I didn't -- maybe I
24 didn't hear correctly, but what is there now?

25 Is there anything there now?

1 LAWRIN ROSEN: Right now it's
2 blank. We had just redone the awning portion
3 this summer. That's what's there.

4 COUNCILOR ZYDANOWICZ: Was
5 there anything prior to the awning?

6 LAWRIN ROSEN: No.

7 COUNCILOR ZYDANOWICZ: Okay.
8 I didn't think so either. I just wanted to
9 make sure. And do we know how much this is
10 out of the parameters of SSD?

11 LAWRIN ROSEN: I believe it's
12 about ten inches.

13 COUNCILOR ZYDANOWICZ: Okay.
14 Thank you.

15 PRESIDENT CANTOR: All right.
16 Anything else?

17
18 (No response.)
19

20 PRESIDENT CANTOR: Okay. I
21 don't see any further questions, so I will
22 read into the record a letter dated December
23 7, 2023, from Town Planning and Zoning
24 Commission, recommending approval; and a
25 letter dated December 8, 2023, from Design

1 Review Advisory Committee Chair and Vice
2 Chair, offering no objections to the
3 application.

4 I'll just go around one more
5 time. Any questions?

6
7 (No response.)
8

9 PRESIDENT CANTOR: All right.
10 Thank you.

11 COUNCILOR FAY: May I? Sorry.

12 PRESIDENT CANTOR: Oh yes,
13 Ms. Fay, go ahead.

14 COUNCILOR FAY: In terms of
15 the brightness or the wattage, does that fit
16 in with the standards? Or is it brighter?

17 LAWRIN ROSEN: It should.
18 Typically, we're using 5,000 Kelvin, which is
19 kind of mid-range. This is about a 3500.
20 That's about a 45 to 5.

21 So it's similar to that.

22 Intensity-wise, typically we
23 use 240 lumens per running foot. So being
24 that this is a silhouetted letter, you're
25 catching the reflection of 240 lumens. So by

1 the time it reflects back onto the brick,
2 it's roughly 120 lumens per running foot,
3 which is pretty much commensurate with
4 anything that you would see in terms of a
5 halo-style letter.

6 COUNCILOR FAY: Okay.

7 Thank you.

8 PRESIDENT CANTOR: Thank you,
9 Ms. Fay. Thank you, Mr. Rosen.

10 Okay. All right. Then I will
11 close the public hearing. Thank you very
12 much. And we will start the council meeting
13 right at 7:30. Okay?

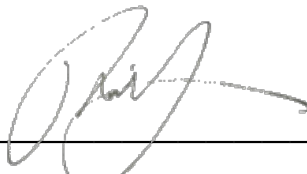
14 LAWREN ROSEN: Thanks for your
15 time.

16 PRESIDENT CANTOR: Thank you.

17
18 (Whereupon, the above
19 proceedings were concluded at 7:08 p.m.)
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21
22
23
24
25

CERTIFICATE

I hereby certify that the foregoing 10 pages are a complete and accurate computer-aided transcription of my original verbatim notes taken of the Public Hearing In Re: APPLICATION FILED ON BEHALF OF BLOOMIN' BRANDS, INC, OWNERS OF FLEMINGS PRIME STEAKHOUSE & WINE BAR, LESSEE OF A SUITE IN SPECIAL DEVELOPMENT DISTRICT (SSD) #113, LOCATED AT 40 SOUTH MAIN STREET AND MORE COMMONLY KNOWN AS BLUE BACK SQUARE, held before the West Hartford Town Council, at Town Hall, 50 South Main Street, Room 314, West Hartford, Connecticut, on December 12, 2023.



Robert G. Dixon, CVR-M 857

My Commission Expires:

6/30/2025