

BLOOMFIELD TOWN COUNCIL
ADMINISTRATION & EDUCATION SUBCOMMITTEE
&
LAND USE & ECONOMIC DEVELOPMENT SUBCOMMITTEE

There was a special meeting of the above referenced subcommittees held on Monday, September 10, 2014 at 6:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Rivers, DeLorenzo Washington (excused at 6:50 p.m.), Neuwirth and Deputy Mayor Gamble

Also present were: Philip K. Schenck, Town Manager, Jonathan Thiesse, Town Engineer, Dave Melesko, Director of Leisure Services and India Rodgers, Clerk of Council

Absent was: Councilor Hypolite and Sharron Howe, Assistant to the Town Manager

The meeting was called to order at 6:35p.m.

Discussion and Possible Action Regarding Bloomfield Welcome Parks and Other Town Signage

The committee reviewed various signs designs for “Welcome to Bloomfield” and Parks.

Deputy Mayor Gamble stated the importance of recognizing town history with uniformity. She also noted that the current signature “B” is not original to Bloomfield. Deputy Mayor would like to see a branding package for the town as a whole.

Councilor Rivers inquired about signs that are needed at this time and would like the same uniformity across town as well. He also stated that a sign theme should be established as a basic concept. Councilor Rivers suggested seeking a professional opinion with cost analysis.

Councilor Washington stated that Council already approved and had consensus with originality to Bloomfield.

Mr. Dave Melesko, Director of Leisure Services mentioned recommendations from the approved Master of Parks Plan for signage in all parks. In the plan, it was recommended that the town have a signage and way finding study that would cost approximately \$8,000. This study would determine placement, identify deficiencies and functionality of signs, including size, colors, and content.

Mr. Philip Schenck, Jr., Town Manager suggested to Mr. Melesko and Mr. Jonathan Thiesse, Town Engineer to establish a cost analysis of firms for this project. He requested this information be available at the next subcommittee meeting in October. In addition, some of this project could possibly be financed through the Filley Park project for signing schemes.

Mr. Thiesse mentioned that the Drummer Boy located on the "Welcome to Bloomfield" sign is also not signature to Bloomfield and references the Revolutionary War theme. The Filley Park signage for geese feeding could be more flexible with other town signs. It was suggested to possibly replace the Drummer Boy with the Town Seal, which is historic and represents Bloomfield's history.

The committee agreed to phase in sign replacements once plans are finalized.

ADJOURNMENT

It was moved by Councilor Neuwirth, seconded by Councilor Rivers and voted unanimously to adjourn the meeting at 7:20 p.m.