DDS- Planning & Zoning: Plan Review Application



Submission date: 23 December 2021, 10:54AM

Receipt number: 542

Related form version: 2

Application Type

Check all that apply: Special Permit

Property Information

Property Address: 300 Maxim Road No coordinates found

Zoning District: ID-1 (District) CT R (Zone)

Parcel ID: 3290770011

Property Owner: Materials Innovation and Recycling Authority

Address of Property Owner: 200 Corporate Place, Suite 202, Rocky Hill, CT 06067

Email: rguzowski@ctmira.org

Applicant

Name of Applicant: OUTFRONT Media, LLC

File Date: 12/21/2021

Address: 50 Mitchell Drive, Suite 105, New Haven, CT 06511 No

coordinates found

Phone: **410-991-5065**

Primary Point of Contact

Name: Brian Roeser

Phone: **410-991-5065**

Email Brian.Roeser@outfront.com

Project Narrative

Please describe your application action(s) and provide as much detail as possible. Attach additional pages if necessary: Convert a static face billboard to a Dynamic Display Unit

Zoning Map Change Application

Proposed Zone:

Describe the existing use of land and buildings in the zone change area:

Reason for this request:

Zoning Appeal Application

Are you an aggrieved party?

Permit or Violation Number:

State your reason for appealing the decision of the administrator or enforcement officer:

Variance Application

Please state the paticular hardship* or unnecessary difficulty that prompts this application and the site the section of the zoning regulations that you are seeking relief from:

Subdivision Application

Number of lots to be created:

Area of each lot in square feet:

Street frontage of each of the new lots in feet:

Lot Combination Application

Addresses of lots to be combined

Map/Block/Lot for each property to be combined:

Liquor Permit Application

Please upload a copy of your State of CT Liquor Permit below.

Sign Permit Application

1. Is this sign proposed outside of the building line?

Maximum extention from building line:

2. Is this sign proposed outside of the street line?

Maximum extension from the Street line

- 3. Is the sign luminated?
- 4. Engineer Name (if any):

Phone:

Address:

- 5. Minimum distance from lowest point to the sidewalk:
- 6. Maximum height of sign from lowest point of established grade:
- 7. Distance from the nearest outdoor sign:
- 8. Square feet of surface for one face of the sign:
- 9. Wording of the sign (include all words):

Description of work (upload additional files if necessary)

Upload any supporting materials below. MIRA Survey-Final.pdf

375B- Removal Map and Ride sheet-MIRA LHR.pdf
Conversion Map and Ride Sheet-MIRA LHR.pdf

Signatures

Signature of Applicant	High to signature
	Link to signature
Printed Name of Applicant:	OUTFRONT Media, LLC
Date:	12/21/2021
	If you are not the property owner, you must attach a Letter of Authorization from the property owner to apply.
Letter of Authorization from Property Owner	MIRA Authorization Letter.pdf
Date:	12/21/2021

Esparo, Joseph

From: Roger Guzowski < Rguzowski@ctmira.org>

Sent: Tuesday, December 21, 2021 3:34 PM

To: Esparo, Joseph Cc: Roeser, Brian

Subject: For DDS- Planning & Zoning: Plan Review Application Attachments: 21-41 Outdoor Advertising License Agreement.pdf

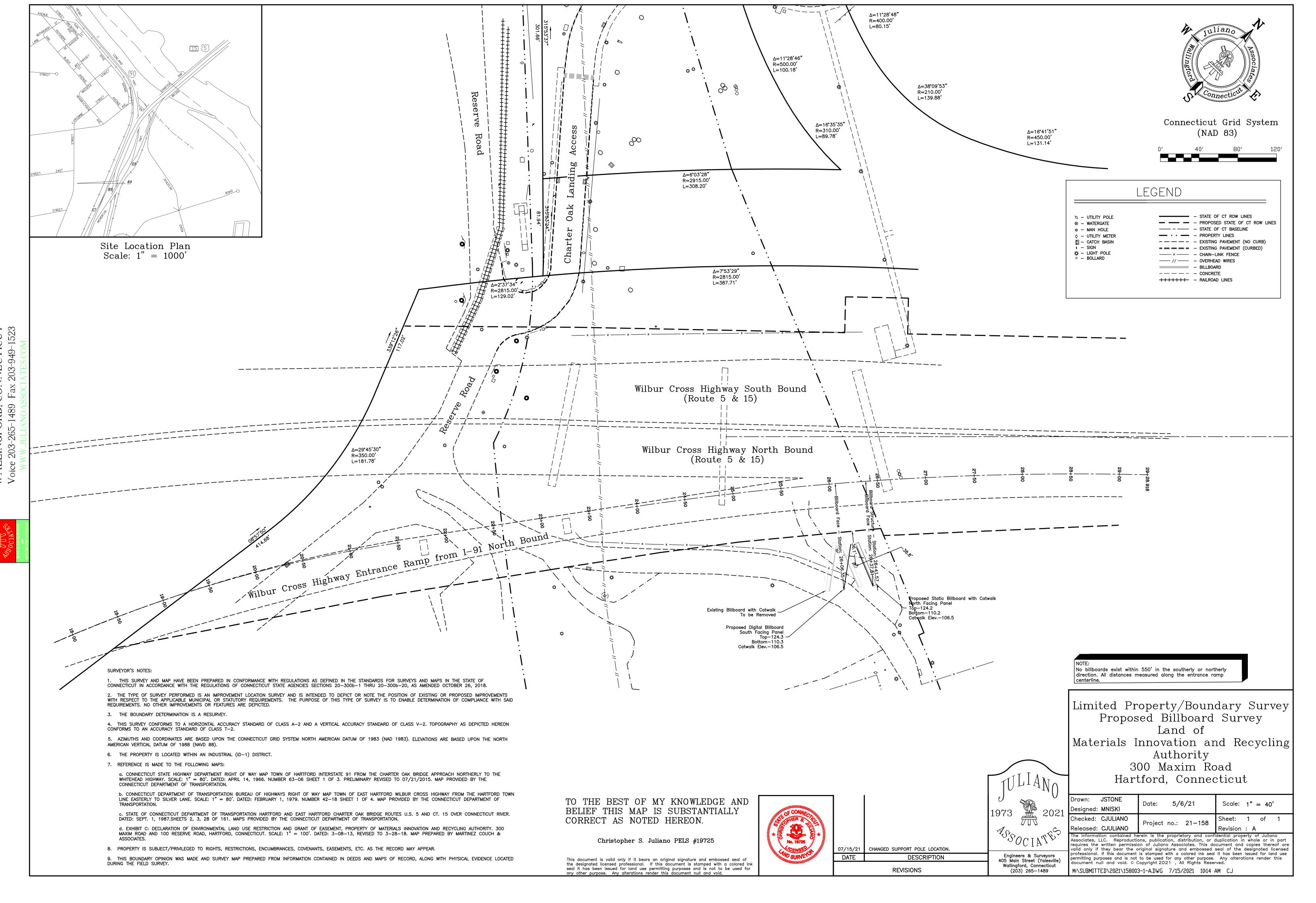
EXTERNAL EMAIL

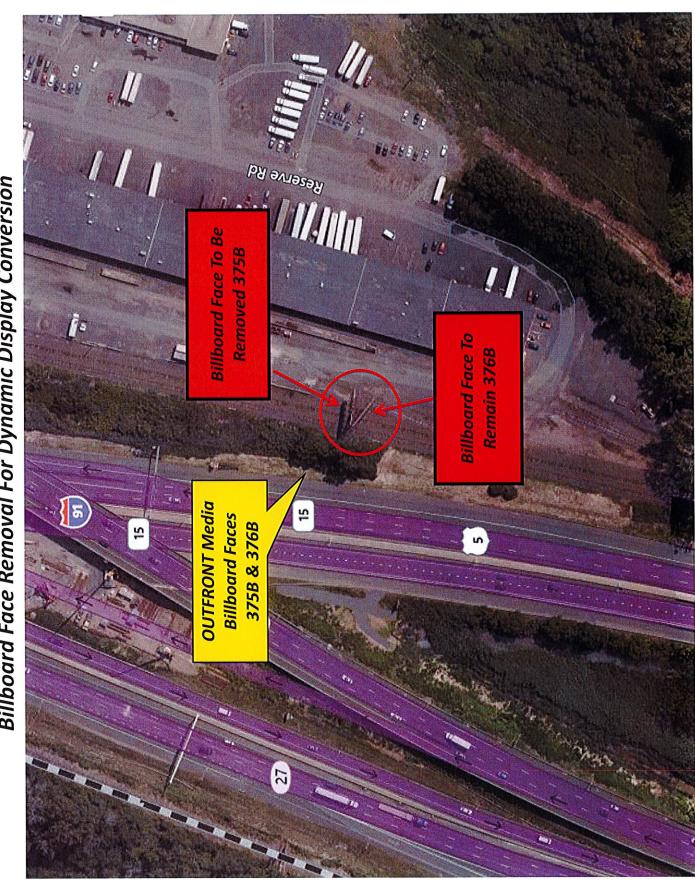
Effective August, 2021, MIRA and Outfront Media LLC entered into an Outdoor Advertising License Agreement (MIRA contract 223501, as attached) which grants Outdoor Media LLC access to portions of MIRA's Reserve Road property for the purposes of erecting a digital billboard in accordance with the terms and conditions of the attached Agreement.

Roger Guzowski

Contract and Procurement Manager Materials Innovation and Recycling Authority (860) 757-7703 rquzowski@ctmira.orq 200 Corporate Place, Suite 202 Rocky Hill, CT 06067







Billboard Face Removal For Dynamic Display Conversion

BOARD#

18+ Weekly Imp: 172,244



Longitude: -72.660181

Illuminated: Yes

Material: Vinyl

Extension: Yes

Spec Sheet: B1

Latitude: 41.744402

Zip Code: 06114

Area: Hartford

Size: 14'x48'

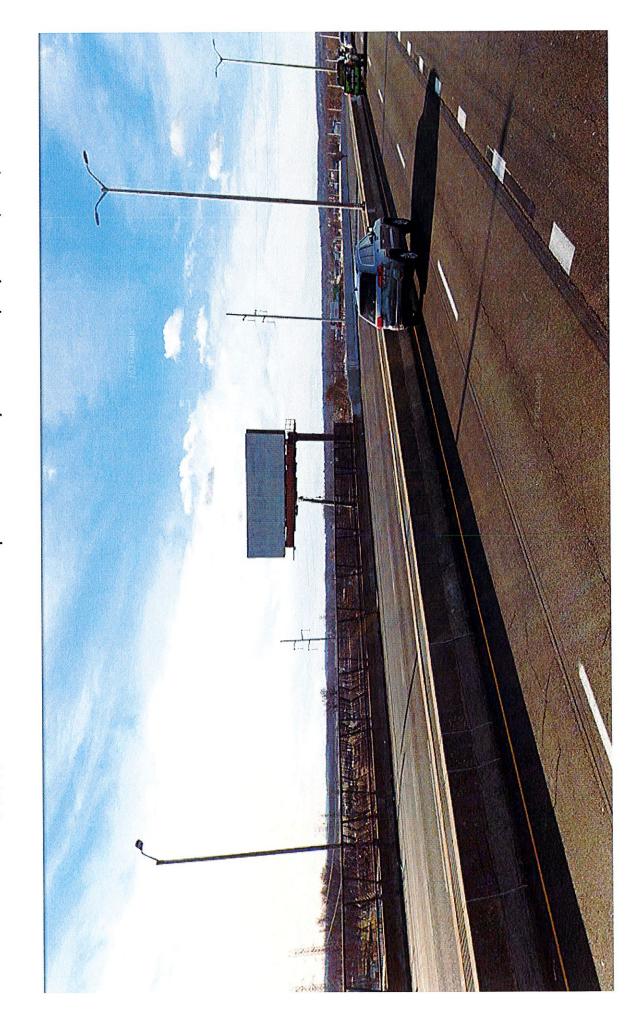
geopath ID#: 30455213

This left-hand read sits in a high-traffic area, drawing impressions from audiences on Rt. 5/15 as they head through Hartford from communities on the east side of The River. This is one of the oldest roads in Connecticut, serving as a major connector between I-84 & I-91, but is also the beginning of what eventually turns into the Berlin Turnpike through central CT & The Merritt/Wilbur Cross Parkway further south.



E Billboard Face to **Dynamic Display** Be Converted to Unit NI SOO MOUNT Billlboard Face To Remain a Billboard Structure N. CORI. SSOID INGUM S. COMI SSOLD

Billboard Structure To Contain A Second Dynamic Display



Photometric Conversion Map – Second Dynamic Display Face (LHR)