

**MINUTES OF THE TOWN OF CHESHIRE TOWN BEAUTIFICATION COMMITTEE MEETING
HELD WEDNESDAY, JULY 1st, 2026 AT 8:30 A.M.**

ROOM 207/209, 84 SOUTH MAIN STREET, CHESHIRE, CT 06410

Present: William Bonaminio, Maria Colacrai, Susan Dillman, Joanna Giddings, Jessica Fischer, Jessica Feustal, Cindy Braga, Don Walsh (Town Council Liaison).

Absent: Patricia Archibald, Elizabeth Morin.

Staff/Guests Present: Andrew Martelli (Assistant Town Manager), Sal Vadala, ABC Marketing, Ronald Cyr, Sign Place, Bryan Vasser, Archer Signs.

1. CALL TO ORDER

The meeting was called to order at 8:32 A.M. by William Bonaminio.

2. PLEDGE OF ALLEGIANCE / ROLL CALL / DETERMINATION OF QUORUM

The Pledge was recited by all, the roll was taken by Assistant Town Manager, Andrew Martelli and a quorum was determined.

3. APPROVAL OF MINUTES

The minutes were reviewed.

MOTION by Jessica Feustal to approve the meeting minutes as submitted of the June 3, 2026 meeting
SECONDED by Susan Dillman, with motion passing by those present.

4. COMMUNICATIONS/PUBLIC COMMENT

Andrew Martelli reported that two spreadsheets have been received from Joanna Giddings with street trees and recommended plantings for subdivisions and that they would be reviewed under Business Item A – Street Trees for Subdivisions.

5. SIGN PERMIT REVIEW/SITE PLAN REVIEW

A. Cheshire Pharmacy – 55 Elm Street Suite 5, ABC Marketing:

Sal Vadala with ABC Marketing presented the sign application. Susan Dillman asked Town staff if white was considered a color in the three-color rule and it is not. The Committee generally felt the sign had too much writing, but it did provide adequate information for residents looking for specific services.

MOTION by Susan Dillman to approve the sign for Cheshire Pharmacy as submitted
SECONDED by Cindy Braga, with motion passing by those present.

B. AT&T – Stone Bridge Crossing, Applicant, Ronald Cyr, Sign Place:

The representative from Sign Place presented signage for the new AT&T Location at the Stone Bridge Crossing development. There will be three signs on the building and locations, and design have been approved by both Regency Centers and the Assistant Town Planner. Mr. Cyr presented elevations and images of the sign with its halo illumination at night. Mr. Cyr stated that there will not be signage on the monument sign on Route 10 but there will be a blade sign off the front of the building in keeping with other tenants.

MOTION by Jessica Feustel to approve the sign for AT&T at Stone Bridge Crossing as submitted
SECONDED by Cindy Braga, with motion passing by those present.

Mr. Martelli informed the Committee that two sign applications had been received after the agenda was posted. As a result of changes within the planning department and in an effort to facilitate their project completion, he requested two signs be added to the agenda.

MOTION by Maria Colacrai to add two sign permits to the agenda;

1. **Mercato Restaurant – Stone Bridge Crossing, 1991 Highland Avenue, Applicant Bryan Vasser**
2. **Blu Pointe Restaurant – Stone Bridge Crossing, 1991 Highland Avenue, Applicant Bryan Vasser**

SECONDED by Cindy Braga, with motion passing by those present.

C. Mercato Restaurant – Stone Bridge Crossing, Bryan Vasser:

Bryan presented the signage application for Mercato. There will be one sign with reverse halo lighting mounted over the main entrance. The patio area will feature fire features and there will be outdoor seating and bar area. Bryan stated that the designer was still undecided if the side of the letters would match the red front color or be black. The Committee was not concerned about that change and was leaving that decision to the designer.

MOTION by Joanna Giddings to approve the sign for Mercato as submitted
SECONDED by Cindy Braga, with motion passing by those present.

D. Blu Pointe, Prime Steak & Seafood, Stone Bridge Crossing, Bryan Vasser:

Bryan presented the signage for Blu Pointe. There will be one sign with reverse halo lit brushed bronze letters mounted on a blue tile or painted wood backing. The restaurant will be located at the north end of the shopping center adjacent but separate from Mercato.

MOTION by Susan Dillman to approve the signage for Blu Pointe as submitted
SECONDED by Joanna Giddings, with motion passing by those present.

6. BUSINESS

A. Street Trees for Subdivisions: Mr. Martelli circulated the list of Street Trees for subdivisions and a recommended shrub list for subdivisions as developed by the subcommittee at their meeting on July 11th. Joanna Giddings had cleaned up the street tree list and worked to develop the recommended shrub list. The committee reviewed the listings and decided to take next month to review and contemplate additional recommendations for open space areas within subdivisions. Chairman Bonaminio asked to have Mountain Laurel added to the list. Mr. Martelli stated the committee had time to review, as the subdivision updates would not be done until a new town planner is named.

B. Part-Time Gardener Update: Andrew Martelli stated one application was received and they interviewed Kerry Heller on June 4th. Kerry was hired and is currently doing a great job maintaining the planters and parklet flowers.

C. Town Hall Courtyard Update: Extensive landscaping has been completed in the Courtyard. Susan Dillman reported that Cheshire Nursery will be installing additional plantings over the next few weeks. The Committee was happy with the plantings and looked forward to having this project complete.

D. Mugwort Control – Drainage Bartlem Park: The committee discussed the mugwort at Bartlem and at the corner of Country Club Road. The Committee directed Mr. Martelli to speak with Public Works about applying herbicide to the mugwort at Bartlem and to pull the area at Country Club Road to prevent its further spread.

7. **STAFF REPORT:** Jessica Fisher requested that Mr. Martelli explore what is required of a Tree Warden and how the Town defines the position and its qualifications. He will be conducting research and adding this item to next month's agenda.

8. ADJOURNMENT OF MEETING:

MOTION by Susan Dillman to adjourn the meeting at 9:38 A.M.

SECONDED by Cindi Braga with motion passing by those present.

Attest:



Andrew Martelli, Assistant Town Manager