



Design Review Board Meeting Minutes
Monday, August 21, 2023
7:30 p.m.

Board Members:

Mark Gluesing, Board Chair (P)
Bob Dermody, Board Member (P)
Steve Dornbusch, Board Member (P)
Susan Opton, Board Member (P)
Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Applicants & Attendees:

1. Will Porcello, owner Wexford Street Auto located at 1584 Great Plain Avenue and applying for signage.
2. Nicole Handricken, Sign Design representing Elliot Physical Therapy located at 392 Chestnut Street and applying for signage.
3. Nicole Pretorius, Pretorius Electric & Sign representing Splash & Dash Groomerie and Boutique located at 120 Highland Avenue and applying for signage.

Chair Gluesing called the meeting to order on August 21, 2023, at 7:30 p.m. He reviewed the remote meeting procedures.

Agenda Item 1:

Will Porcello, owner Wexford Street Auto located at 1584 Great Plain Avenue and applying for signage.

Mr. Porcello explained that the sign will contain the name of the business, and Auto Repair Services with the established date. This will be made of PVC with applied letters. There is no lighting proposed on the sign. There is an existing light to illuminate the sign only that he will be having repaired.

Mr. Dermody stated that the sign is a bit busy for his liking.

Chair Gluesing agreed that this seems to be a lot of information inside of a small space. He would like to see one of the service/repair words selected, and potentially the name of the business a bit larger. Mr. Porcello agreed to selecting the word "Service" for the sign.

Mr. Dornbusch suggested removing the established date in order to enlarge the name of the business.

Upon a motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the sign for 1584 Great Plain Avenue, with the condition that the word "Repair" be removed, the establishment date be removed, the lettering for Wexford Street Auto be increased

to 5", and to increase the box proportionately. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Agenda Item 2:

Marie Mercier, Sign Design representing Elliot Physical Therapy located at 392 Chestnut Street and applying for signage.

Ms. Mercier explained that there is an aluminum pan face sign proposed on the front of the building with the company name facing onto Chestnut Street. On the wall near the door, there is a second sign proposed directing people pointing to the entrance at the rear of the building. Facing the side street of the building, there is a sign proposed with the name and indicating the location of entrance at the rear of the building. Two small aluminum signs are proposed for a column at the rear entrance. There is a window graphic at the rear entrance storefront.

Chair Gluesing explained that the applicant reduced the size of the signs after discussion with the town to try to avoid having to apply for a Special Permit. However, after review with the Building Commissioner only one sign at this size can be approved, instead of three as proposed. The column signs will need a Special Permit.

The Board discussed the Chestnut Street wall and directional signs. Mr. Dornbusch suggested that the words "back of building" be added to the directional sign. There was discussion regarding potentially placing a graphic sign on the door, instead of having a directional sign.

The Board discussed the sign on the side street wall of the building. Mr. Dermody stated that he would rather minimize signs on the building itself. Other tenants may wish to place signs on the building indicating the location of their entrance as well. Ms. Opton stated that the sign may be better located at ground level. She believes the sign should be centered over a nearby window.

The Board discussed denying the proposed small wall sign on the front wall and instead suggested a window graphic on the door. Chair Gluesing suggested adding the words "at rear."

It was suggested that the window graphic at the rear entrance have the note "First Floor" added.

Upon a motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the primary building sign for 392 Chestnut Street, with the condition that it be centered over the two windows. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Upon a motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the Elliott Physical Therapy entrance sign for 392 Chestnut Street, with the conditions that the words "at rear" be added below the word "Entrance," and that it be a window graphic on the door and not a wall sign. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Upon a motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the Junction Street sign for 392 Chestnut Street, with the conditions that it be reduced to

30” high, that it match the width of the window below, and that it be placed over the second window from the corner. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Upon a motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the window graphic at the rear entrance for Elliott Physical Therapy, with the conditions that the words “first floor” be added to the sign. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Agenda Item 3:

Rich Pretorius, Pretorius Electric & Sign representing Splash & Dash Groomerie and Boutique located at 120 Highland Avenue and applying for signage.

Mr. Pretorius explained that two signs are proposed. The first sign is 31.21 s.f on the parking lot side elevation of the building, made with channel letters, internally illuminated, mounted on painted raceways. Sign two is of the same construction, 26.9 s.f., facing Highland Avenue. There are also tenant panels in the existing compound sign proposed. A door and window vinyl graphics with the logo, store hours, and two green stripes is proposed, 14.25 s.f.

Regarding the Highland Avenue sign, Mr. Dornbusch stated that this does not seem to be centered. The Chair noted that a second sign is allowed if the business has an entrance off of a parking lot, but it generally has to be smaller. For this location, the Board has allowed the Highland Avenue signs to be smaller, as long as it works with the architecture. The proposed Highland Avenue sign should line up with the Geico sign nearby.

Chair Gluesing stated that the compound sign background should match the other existing sign panels. In terms of the wall graphics, Chair Gluesing stated that the last proposed door graphic gives information about franchises and a website, which he suggested being eliminated as it deals with the chain and not this specific store.

Upon a motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the wall sign on the parking lot side for 120 Highland Avenue, as submitted. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Upon a motion duly made by Mr. Dermody and seconded by Ms. Opton, it was voted to approve the Highland Avenue sign for 120 Highland Avenue, with the conditions that it be centered over the window and centered on the center line of the Geico sign. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Upon a motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the compound sign panel for 120 Highland Avenue, with the condition that the background color of the sign match the other signs in the panel. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Upon a motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the door graphics for 120 Highland Avenue, with the condition that the lower information regarding franchising be removed. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Minutes:

Minutes from the 08/07/2023 meeting

Upon motion duly made by Ms. Opton and seconded by Chair Gluesing, it was voted to approve the meeting minutes of August 7, 2023, as presented. Susan Opton – aye; and Chair Gluesing - aye. Motion passed 2-0.

Upon motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to adjourn at 8:23 p.m. Susan Opton – aye; Bob Dermody – aye; Steve Dornbusch - aye; and Chair Gluesing - aye. Motion passed 4-0.

Next Public Meeting – September 11, 2023 at 7:30pm via Zoom Webinar