

**BOROUGH OF RAMSEY
DESIGN REVIEW BOARD
OCTOBER 26, 2010**

REGULAR MEETING

Mr. Phelan called the regular meeting of the Design Review Board to order at 7:30 PM announcing the NJ Open Public Meetings Law Notice and stated that notice of the meeting had been published in The Bergen Record on Sunday, December 28, 2009 and The Ridgewood News on Friday, December 25, 2009.

Present were, Mrs. Boone, Mr. Ghiz, Mrs. Kaplan, Mrs. O'Hearn, Mr. Phelan, Mrs. Waterman, Councilwoman Jachzel, Mr. Mammone and Mrs. Culligan. Mr. Autenrieth and Mrs. Boone were absent.

CORRESPONDENCE

Agenda: Planning Board – 10/05/10; Board of Adjustment – 10/20/10;
Minutes: Planning Board – 9/07/10; 10/05/10; Board of Adjustment – 9/15/10;
Letter dated 10/19/10 from Planning Board regarding concerns and need to have Sign Ordinance reviewed (distributed at meeting);
Violation letters: Englishman's Hardware (illegal banner); Annie Sez (sign on Franklin Turnpike removed).

APPLICATIONS

Jie Shen Acupuncture / 1 Plaza Lane

There was discussion on the redesign of sign shown by Ms. Shen. Drawbacks noted: no space between letters / Jie Shen, as Acupuncturist, should be part of the business sign (applicant said she was word of mouth, people coming know her and identification of the place of business was more important. Regarding last month's rendering, Mr. Mammone said it was to scale. Mr. Phelan explained problem with the sign noting location and elevation of the building, also coordination was necessary because there were other building signs that faced the rail station side of the structure. Mrs. Kaplan asked if the sign company could work on another design. Board members wanted the sign to look professional for her business and wanted it to look nice on the building. Ms. Shen said the sign company tried other designs for the sign but it could not be done on the computer.

Board members' comments and questions:

Material was aluminum and was not attractive and would be viewed from train station / if sign could be redesigned with a different shape and font change, it could have more style. All Board members agreed the applicant's name should be shown on the sign, also the colors on the other building signs should be considered and the new sign should be coordinated with existing ones. A brown background and white letters with a line around the frame was suggested / if people have to find her location, address on the sign was a possibility, if she does not want her name (as building address is shown on the front building address, this was not considered). Mrs. Kaplan drew a possible redesign with a different shape and showing Ms. Shen's name with "Acupuncture".

Ms. Shen was asked if she could go to the sign company and come back with a revision. She agreed to resubmit a redesign to Mr. Mammone and it will be distributed to Board members for their review (before the November meeting as she was anxious to have the sign made). A revised rendering was requested which Ms. Shen will forward to Mr. Mammone for early consideration and Board's input and review;

Mahwah Automotive Center / 111 Spring St.

Mr. Jonathan Deviro would be opening this business at the same location as Opert and it was a matter of refacing an existing sign from the previous automotive business.

Board members comments and questions:

Mrs. O'Hearn asked questions on colors and he explained it was a blue-green color and she asked if the white as shown could be changed to a cream/off-white color for the background / Mr.DeViro accepted the revision noted by the Board.

Applicant was advised that rendering was approved with request to change white background to cream color and following detail noted: Size: as existing (40 sq. ft.); Material: polystyrene; Colors: blue, black and cream color; Lighting: none.

Ocean Spa / 66 East Main St.

Ms. Liu was present and she said Ocean Spa would be opened at this location noting her other business in Bergenfield. Board members said the building was one of the historic buildings in town and reviewed its background and related to her that the sign to be placed was of importance. Also address "66" was shown which was acceptable.

Board members comments and questions:

The sign should fit the building and a modern sign as depicted on the submitted rendering would not do justice to the building's architecture. A photo of building and existing sign was shown with question raised on whether it could be redone in some way. The existing sign covered the upper portion over the entrance and business name for former business "Acropolis Furs" (brown background with white letters) had two different fonts.

There was discussion with Ms. Liu on changes that could be considered. Colors shown on photo submitted for the Ocean Spa sign were red, black and yellow. Board reviewed various colors with Ms. Liu. The colors to be considered were: brown background (Pantone 4625 MC) – aqua shade for Ocean Spa letters – (Panetone 318 MC).

After review, Ms. Liu said she would return with revised rendering with new colors and fonts. The application will continue on the November 22, 2010 agenda.

Ramsey Square Shopping Center / Route 17 North

Mr. Gene Maddelina of GM Construction / Broadway Lighting was present regarding need to update to pylon at the shopping center. After rendering was shown and comments made by Board members, approval for pylon and entrance signage was noted: existing pylon supports to be used with refacing (beige background with red lettering), also similar entrance sign with both approved; Size: 60-3/4" x 20' double-faced pylon, using refurbished existing main supports; Colors: red channel letters with cream-color background Ramsey (26" letters) Square (14"

letters); Lighting: illuminated; Other: entrance sign in same colors as shopping center pylon sign with placement per size and setback requirements of Ordinance 2-2005;

Applicants were advised to obtain permits as required from the Borough of Ramsey Building Department.

SITE PLANS

MINUTES

Minutes of September 28, 2010 were presented.

Motion by Mr. Ghiz, seconded by Mrs. Kaplan. Carried.

OLD BUSINESS

Volunteer Commendations

On behalf of the Board, Mr. Phelan congratulated Mrs. Boone and Mrs. Kaplan on their honors received at Mayor and Council meeting earlier in October.

Jie Shen Chinese Acupuncture / One Plaza Lane

The following sign was approved per emails submitted: Size: 120" long / 48" width; Colors: white face, brown letters, bronze molding; Lighting: None; Other: no address or telephone number.

NEW BUSINESS

Ordinance Review

Letter dated 10/19/10 from Planning Board regarding concerns and need to have Sign Ordinance reviewed was referenced. Mr. Phelan said it was sent in error to him and should have gone to Dana Autenrieth, Chairman. There was discussion on one item involving 20 percent coverage of building window allowing businesses to place signs on or inside glass. The item will be an agenda item for November meeting, giving time for Board members to make recommendation.

ADJOURNMENT

Mr. Phelan entertained a motion to adjourn.

Motion by Mr. Ghiz, seconded by Mrs. Waterman to adjourn at 8:45. Carried.

Submitted:

Bernardine Culligan