

**BOROUGH OF RAMSEY
DESIGN REVIEW BOARD
NOVEMBER 23, 2010**

REGULAR MEETING

Mr. Autenrieth 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 Mr. Autenrieth, Mrs. Boone, Mr. Ghiz, Mrs. Kaplan, Mrs. O’Hearn, Mr. Phelan, , Councilwoman Jachzel, Councilman Weber, Mr. Mammone and Mrs. Culligan. Mrs. Waterman was absent.

CORRESPONDENCE

Agenda: Board of Adjustment – 11/17/10; Planning Board – 11/16/10;
Minutes: Board of Adjustment – 10/20/10; Environmental Commission – 9/14/10;
Planning Board – 10/19/10; Shade Tree Commission – 9/17/10 / 10/21/10;
Violation letter: Morano’s Gourmet Restaurant (display of blow-up doll)
Letter dated 10/19/10 from Planning Board re concerns and need for Sign Ordinance review (*agenda item*);

APPLICATIONS

J Chen Acupuncture / 1 Plaza Lane

Ms. Chen was present regarding approval letter she had received from Design Review Board on signage for the above location stating sign company had submitted the rendering and it had not been approved by her for brown background and white lettering and Ms. Chen spoke on variables on sign pricing. She preferred blue background with white lettering and said it would match the blue color that was on the nearby sign on the building (for Advanced Performance). Mrs. Boone asked if they had started to make the sign with response “no”. Mrs. O’Hearn said the bronze framing was a nice added feature and it would look nicer if it remained part of sign. From the three illustrations on hand, the top one was selected and Mrs. Kaplan altered sample to clarify what Design Review Board required. After input and discussion the Design Review Board approved the following one sign to be placed in the area as shown on rendering:

Size: 120” long / 48” width; Colors: dark blue face (to match Advanced Performance signage), white letters, bronze molding; Lighting: none; Other: no address or telephone number.

Porto Alegre / 19 East Main St.

Ms. Luciana Gilan, owner of the business, and Eric Kieller, A.I.A., were present. The rendering on hand showed building that was located on the corner of E. Main and Church St. Two signs were displayed: one front sign and one on the side of the building. Also displayed on the rendering was the heritage red paint for the building.

Board member questions and comments:

Mrs. O'Hearn asked what material was to be used for sign / sign will be a raised acrylic composite that looked like wood, also explained by Mr. Kieller was the existing corrugated panel will to be covered with flat panel, with portion having raised pop-out raised panel in the top area giving dimension, and will be painted Benjamin Moore Heritage Red, as shown. He reviewed exterior and interior changes. He was asked how red was the color chosen with response that it was the same red as the door at Ramsey Hardware (Heritage Red) stating that door material would be wood. Mr. Kieller said it would coordinate well with the brick sidewalk and the shutters on the upper portion of the building. Panels, as shown, were part of the architectural design element. He explained panels they planned to use were three dimensional, giving depth to it. Mrs. Kaplan asked what paint finish would used, with added comment from Board members that it should not be bright but muted. RM was asked if the sign on the side was allowed with response that only the one sign would be allowed (for the front) with no signage on the side. There was no parking lot on the side of the business so a second sign would not be permitted. The sign size allowed for the front could be 40 sq. ft. When asked why there were two lines on the sign, Ms. Gilan said the lines were part of her logo and on the business card. Regarding service at the store, it would be breakfast, lunch and dinner. One facade sign for placement over the front entrance was approved:

Size: 40 sq. ft. (Porto Alegre with white line on either side of name); Colors: white lettering / raised acrylic panel / Benjamin Moore-heritage red; Lighting: shielded exterior; Other: wood-like panels painted Benjamin Moore-heritage red, as shown on rendering;

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

Ocean Spa / 66 East Main St. – No one was present on the application and it will continue on the agenda.

SITE PLANS

Pathmark (facade renovation)/ Route 17 North - No one was present on the application and it will continue on the agenda.

MINUTES

Minutes of October 26, 2010 were presented.

Motion by Mr. Ghiz, seconded by Mr. Phelan to approve Minutes of October 26, 2010. Carried.

OLD BUSINESS

Sweete Station / 41 West Main St.

To question raised on business being closed at present, Mr. Mammone said they were going to reopen and planned to have a restaurant business at their location.

Wells Fargo / E. Main St.

Mrs. O'Hearn asked if their Main St. sign was to be lit. RM said the previous bank sign was lit and it would have been grandfathered.

LED Signs

The gas station signs using this type of lighting for pricing information was very bright. This type of lighting was now on the highway and question raised on any ruling.

Porcelanosa / Route 17 North

MDA referenced letter dated 10/19/10 from Planning Board regarding their concern and need for Sign Ordinance review. Mr. Phelan explained Planning Board had ruled that Porcelanosa was allowed only one sign and the business placed the other sign they wanted and Planning Board believed it was a second sign. The fact that 20 percent of the window could be used and noting window size on the large Porcelanosa window, the coverage showing showing "Bath, Kitchen" was not in excess of coverage allowed. The consensus was that the added words were not done in poor taste. MDA would prepare a memo in response to Planning Board's inquiry.

NEW BUSINESS

ADJOURNMENT

Mr. Autenrieth entertained a motion to adjourn.

Motion by Mr. Ghiz, seconded by Mr. Phelan to adjourn at 8:25 PM. Carried.

Submitted:

Bernardine Culligan