

**BOROUGH OF RAMSEY
DESIGN REVIEW BOARD
DECEMBER 28, 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 Mrs. Boone, Mr. Ghiz, Mr. Phelan, Mrs. Waterman, Mr. Mammone and Mrs. Culligan. Mrs. Kaplan, Mrs. O'Hearn and Councilwoman Jachzel were absent.

CORRESPONDENCE

Agenda: Planning Board – 12/07/10; Board of Adjustment – 12/15/10;
Minutes: Board of Adjustment – 11/17/10; Planning Board – 11/16/10;
Violations: New York Sports Club memo to Mr. Scandariato (with attachments);
Memo response to Planning Board re current sign ordinance for signs inside glass of established businesses;

APPLICATIONS

Ocean Spa (Cont'd.) / 66 East Main St.

There was no one present and application would continue on the agenda.

Baked in a Cup / 70 East Main St.

The owners of the business were present, Mr. Craig Premnath and Mrs. Madhun Premnath and gave details on their business and said Artistic Interiors formerly occupied the building. Color rendering on hand showed two designs, one rectangle and one oval. Mr. Premnath said they had decided the oval sign looked better on the building. Specifications described and noted: oval shape, ¾" molded painted plywood with vinyl lettering; size: 30" x 108"; 1st line: "baked in a cup" / second line "gourmet cupcakes" ; ivory background, chocolate letters with pink icing accent; two overhead gooseneck lighting. The applicants said the building would be painted an ivory color with chocolate brown accents.

The following signage was approved and will be placed on business facade: 30" x 108" molded plywood, oval shape / colors will be ivory background, chocolate letters, pink accent / two overhead gooseneck lights.

Oritani Bank / 161 N. Franklin Turnpike

Mr. Michael Fried of Sign-A-Rama represented Oritani Bank. He said bank was occupying space in the Franklin Turnpike office building and sign will be installed flush on the facade and cover space used for previous bank's sign. To questions raised, existing gooseneck lighting would be used; there was also a pylon sign for the tenants in the building. He did not have sign sample on hand for that sign but the bank would probably want their sign on the directory pylon.

The following sign will be placed on business facade: 30 sq. ft. PVC with white background, blue and green, as illustrated on rendering; existing lighting.

Ramsey Printing & Copy Center / 53 East Main St.

Mr. L.Gomez said his present business was located on Route 17 in Upper Saddle River. He had sample and specifications with his application, which were shown to Board.

Board members' questions and comments:

On location, Mr. Gomez said it was next door to All State and they have blue signage. To question on if he planned to have anything on the window (Mr. Mammone said 20 percent of a window space can be used) and regarding other inside window display, it must be 2' back from the window. Mr. Gomez said the blue to be used would be lighter than the sample submitted with his application.

The following signage for the above location was reviewed and approved at the Design Review Board meeting of December 28, 2010: 24 sq. ft. wood sign with vinyl letters; dark blue background with white lettering per rendering; no illumination.

Garden Grill / 41 West Main St.

The name of the business was changing from Sweet Station Café with same ownership. Restaurant's manager represented the owner, Mr. Malas. He displayed sample of design that would replace former sign and to question raised, he said the existing canopy will remain. The business will serve health food, including a juice bar. The large "G" on the first line of the sign represented business name that was shown on the second line in green and red for Garden Grill. Design Review Board members reviewed the proposed sign.

The following sign was approved: 40 sq. ft. high density foam with acrylic letters; white background with lettering: orange into red /"G"; green/"Garden"; red "Grill"; black / "American European Cuisine"; existing lighting;

Prestige Mini / 925 Route 17 South

Fay William Logan, AIA of SNS, Montvale, NJ presented signage for new construction for the dealership that was relocating from Franklin Turnpike in Mahwah, NJ. Drawings were displayed along with renderings of the building. Mr. Mammone said the applicant had been to Planning Board for variances and received approval on everything. Mr. Logan stated: variance would permit four building signs where one was allowed and consisted of two Mini signs, the service signs, and a Prestige Mini sign. He compared the pending Ramsey sign sizes to the existing Mahwah signs. He referenced specifications in the Prestige Mini package sent to Board members for review. Prestige Mini is being relocated / 42" high and fall under the 40 sq.ft. ordinance. He noted site directional signs: 3-1/4 sq. ft. and pylon for placement near the highway. Colors would be: aluminum, charcoal and black; some internal illumination and some external lighting.

The design and proportions are regulated by Mini. It was their branding. Rendering showed two cars in cubes and Planning Board said they were called signs and displayed fiberglass models of cars, one was inside the showroom functioning as a canopy for the entrance door; second was in an exterior cutout corner in the framework of the building. Originally, they were to display a real car with a lift but for budgetary reasons will just use a fiberglass model.

Board members comments and questions:

Mrs. Boone asked what was second floor usage / Mr. Logan said it was for staff with office and a conference room and office and entire new construction of the building for offices and

showroom, pointing out existing section to be renovated and repainted. On the same footprint is the new showroom and offices. To question raised he reviewed business development of Mini under BMW and in moving from Mahwah leased location, this site would be ownership.

Sweat / East Main St.

Mr. Steven Candullo was present and described bike fitness (exclusively “spin”) bhnbusiness to be located in the Hekemian building on Main St., formerly Maui Wowi. The front entrance of the business faces Main St. and photo of the area was displayed. Mr. Candullo explained his business plan and said he was waiting to hear on approval to trademark the business name. The oval-shape of the yellow and green sign was shown and will fit on existing panel. Mrs. Boone asked about the colors for the other signs for the stores at this location. After reviewing, it was noted the signs were varied colors and were placed on existing panels. Certain criteria was expected by the landlord, as detailed on specifications included with Mr. Candullo’s application.

The following sign was approved: 18” in height and limited to one centered line; material was PVC; yellow background, green letters, satin finish; existing overhead lighting. The application, with attached landlord’s specifications and rendering, have been filed.

Applicants were given instructions to obtain Building Department’s permits before sign placement.

MINUTES

Minutes of November 23, 2010 were presented.

Motion by Alex Ghiz, seconded by Mrs. Waterman to approve Minutes of November 23, 2010. Carried.

MEMBERSHIP

Mr. Phelan thanked Alex Ghiz for his many years of service and for his dedication to the Design Review Board, recognizing his involvement during the Main Street streetscape and his civic involvement. The Board members thanked Alex Ghiz for the valuable input and his good ideas presented during Design Review Board meetings.

OLD BUSINESS - None

NEW BUSINESS

Signage

Referencing Prestige Mini submitted application that had already been to the Planning Board and received approvals on design and signs, Mr. Phelan asked Mr. Mammone was there any relevance in their coming to the Design Review Board. Mr. Mammone said it was for Design Review Board input and a courtesy.

ADJOURNMENT

Mr. Phelan entertained a motion to adjourn.

Motion by Alex Ghiz, seconded by Mr. Phelan. Carried.

As submitted:

Bernardine Culligan

