

**BOROUGH OF RAMSEY
DESIGN REVIEW BOARD
MAY 25, 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 Monday, December 20, 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 was absent.

CORRESPONDENCE

Agenda: Planning Board – 5/4/10; Board of Adjustment – 5/19/10;

Minutes: Planning Board – 4/20/10; Shade Tree – 3/18/10;

Violation letters: Dominos Pizza (banner removed); Opinion letter from R. Mammone re proposal for car/cube placement at Prestige of Mahwah;

APPLICATIONS

Sweet Station / 41 West Main St.

The above business was located in the North Central/Main St. strip mall. Mrs. Malas was present to review application for an 8' x 4' metal/aluminum sign to be placed on property's existing pylon with drawing on hand. Mrs. Malas said there was no change in design or colors and was the same as the facade sign over the business entrance / no other signs were on the pylon as all were removed as they were damaged or worn / no lighting was needed / landlord said she could use the pylon for her sign.

Board members' comments and questions:

Mrs. Boone: questioned concept of one sign on the large pylon and what it would look like / to help clarify, a visualization of the sign was needed. Mrs. O'Hearn: the pylon was very large, too high and did not fit with Main St. area noting it would be more appropriate on the highway and as a very visible Main St. corner, it should not look like Route 17. To question raised, Mr. Mammone said pylon had been there for many years and there had been signs on it (not well-maintained) and believed when strip mall was built many years before, the pylon was allowed. Mrs. Waterman: with traffic on Main St. drivers were able to see the stores in the shopping center. Mrs. Kaplan: other stores may come forward asking for their own signs and more thought was needed as it would not be good to have many different signs on two poles. Mrs. Malas was asked if she could present a design so Board could consider what it would look like as it would be helpful to have something visual showing consistency and conformity. Mrs. Malas said she will check with her designer and asked what look was wanted with response "classic". Mr. Ghiz said: to change the pylon landlord would have to be involved / directory sign would be more suitable and said what was presented now was too large (8' x 4') / if that sign was placed, it would be the only one allowed / if other signs tenant signs were wanted, a variance through the Board of Adjustment would be required. Design Review Board could write to the Board and give their opinion.

Mrs. Malas said she has people that come in and say they didn't know Sweet Station was there and could not see their sign. Questions raised: how can you say yes to one and not allow it for the other businesses? Mr. Mammone asked Board if they would be more comfortable if Mrs. Malas placed her own stanchion for the sign. There was discussion on past code that allowed use of one freestanding sign per lot. How was it to be installed? / Mrs. Malas said it would be two sided and would inquire from sign designer on how it would be installed. Was the store sign the maximum size allowed? / yes.

With suggestions from Board members, Mrs. Kaplan suggested Mrs. Malas get pictures showing what was there, what it looks like from both roads and speak to sign person to show what the overall look would be with the one sign, as it would help Design Review Board to make a decision. Mrs. Malas will return to next meeting and continue with the application.

Goldberg's Famous Bagels / 114 East Main St.

Mr. John Janis of Butler Sign Co. represented the above applicant and presented application and renderings for replacement sign at the shopping center owned by Hekemian on Main St. and noted facade area for sign placement (formerly Pumpnick's). Rendering was shown: 40 sq. ft. with logo and white background and black lettering.

Board members' comments and questions:

Was it a chain? / yes. Pumpnick had a more stylized sign. The design of the sign was discussed. Could the font be changed to make it more interesting and not so stark / Mr. Janis said this was what worked for the owner on his other business signs. Consensus was that sign was basic and if the owner wanted it as it was, it should be accepted. Noting design of the shopping center signs, Mr. Janis said the old lettering would be removed with new lettering installed on the sign, as shown.

The following replacement sign was approved at the Design Review Board meeting of May 25, 2010 for the above **Goldberg's Famous Bagels**: Size: 2'-8" x 14' / Colors: white background, black letters, gold border; with logo of red and white / Illumination: None

Bliss / 2 East Main St.

No one was present and the application will continue on the agenda.

SITE PLANS

MINUTES

Minutes of April 27, 2010 were presented.

Motion by Mrs. O'Hearn, seconded by Mrs. Kaplan to approve Minutes of April 27, 2010. Carried.

OLD BUSINESS

Interstate Shopping Center

The ongoing work at the shopping center continues and was reviewed.

Veterans' Park

CNJ announced there would be a ribbon cutting for the park dedication at 7 PM tomorrow evening.

Violations

Board members noted: 1) sandwich board signs which may block the sidewalk (one was the phone company store on Main St.). Mr. Mammone said technically they are not allowed and were placed and sometimes overlooked; 2) Kohls' shopping center – small signs advertising businesses placed near shopping center's exits; Spring St gold business. Mr. Mammone would check on the items.

NEW BUSINESS

Design Review Board Ordinance

Regarding borough projects with the most recent one at Veterans' Park, Mrs. O'Hearn asked if Design Review Board ordinance could be revised. Councilwoman Jachzel said it would have to come before the Council and spoke on that process noting that such projects were usually brought before Building and Grounds, as subcommittee, and said she was not certain how it would proceed through the necessary borough channels. Mrs. Kaplan said there were creative eyes on the Design Review Board and did not believe any project would be held up. The board could make many good suggestions, referencing Main St. project's success and the library's renovation work. She said design was a crucial part of it and should not be an afterthought. Mrs. O'Hearn referenced past experience with the municipal building and Design Review Board input before renovation was started bears out positive results realized, lighting not included, when given the opportunity to participate in the process. Members agreed that ordinance change should be considered to insure future borough projects include Design Review Board participation. It was noted that the board does not do anything with residential but only for commercial, with consensus that it would be beneficial to include such borough work.

ADJOURNMENT

Mr. Phelan entertained a motion to adjourn.

Motion by Mr. Ghiz, seconded by Mrs. Boone to adjourn at 8:30 PM. Carried.

Submitted / Approved-6/22/10 Meeting
Bernardine Culligan