

Borough of Merchantville Historic Preservation Commission Meeting Minutes

Meeting Date: December 4, 2018

Meeting Time: 7:30 PM

Meeting Location: Borough Hall

Members: Lynn North, Rita Lammey, Marie Hanna, Maureen McLoone, Shawn Waldron (absent), Regina Lovelidge (Alternate), Nathan Weiner (Alternate)(absent)

Counselor: Mark Asselta

Community Development Director: Mara W. Wuebker

Borough Council Representative: Andrew McLoone (absent)

Opening: Chair called the meeting to order at 7:30 PM and publicly read the Notice of the Meeting.

Pledge of Allegiance: The Commission joined in the Pledge of Allegiance.

Roll Call: Roll call was taken. Those absent are noted above.

Meeting Minutes: Motion to approve the minutes, from October 2, 2018, was made by Marie Hanna, seconded by Rita Lammey, passed unanimously.

Confirmation of Applications before the Commission:

There are three applications.

New Business:

Application: 1812-1

Applicant Name: Joyce Lamancusa

Property Location: 31 W. Park Avenue

Name of Property or Business: Modern Carpet

Proposed work: Signage

Applicant was represented by Andy Bordi, contractor, Bordi Designs. The proposed overhanging perpendicular sign covers 44.5 sq. ft. which falls within the 49.2 sq. ft. signage allowance for the building's store-frontage of 41 feet. The fabricated two-sided MDO/aluminum composite sign with full color premium grade vinyl and painted graphics/lettering will be affixed to the existing metal support structure. Signage will match main building color scheme and enhance surrounding streetscape. Main color components for the sign are brown and white with cream edging. Sign will be close to the roof line at 12 to 24 inches from the building facade. Clearance from sign bottom to ground will be 10 feet. Other building sign will be reviewed for updating.

Public Comment: No public present.

Motion: Rita Lammey made a motion to approve the application as presented, Regina Lovelidge seconded, passed unanimously.

Application: 1812-2

Applicant Name: Rosella Linda Jones

Property Location: 31 W. Park Avenue

Name of Property or Business: Queen Esther's Treasures

Proposed work: Signage

Applicant was represented by Andy Bordi, contractor, Bordi Designs. Storefront width is 21 feet. Submitted application calls for 2 new signs. Existing signs from previous tenant will be removed. The MDO/aluminum composite signs will be fabricated and installed. Finishes of signs will be painted with premium grade vinyl lettering. Color scheme is tan and black. Signs will match and coordinate with building colors and streetscape setting. Height adjustment of the overhanging perpendicular sign is warranted to comply with the 9' clearance ruling. Consideration has been given to Ordinance rewrites but no final submissions as of yet. Re-positioning of bracket will result in sign's minimally increased extension over sidewalk. Building Face Sign will be centered over doorway and stand straight in front of a slanted roof backdrop. Both signs fall within the 25.2 sq. ft. allowance.

Public Comment: No public present.

Motion: Shawn Waldron moved to approve, as presented, with the stipulation of moving the overhanging sign above the 9 ft. threshold, Marie Hanna seconded, passed unanimously.

Application: 1812-3

Applicant Name: Lori Montecalvo

Property Location: 2 E. Maple Avenue

Name of Property or Business: Merchantville Academy of Martial Arts

Proposed work: Signage

Applicant was represented by Andy Bordi, contractor, Bordi Designs. The application proposes the fabrication and installation of new overhanging perpendicular sign and new door and window signage. Store frontage occurs on two sides due to the building being a corner property. S. Centre Street frontage is 48 feet and E. Maple Avenue is 26 feet in length. Currently there is no installed signage. Sign will be MDO/aluminum composite with vinyl and painted graphics. Windows and door will have premium grade vinyl lettering. The new signs and lettering will compliment and match the building and surrounding area. Overhanging 6 sq. ft. sign will extend 3 feet from building facade on the S. Centre Street frontage. The 9 foot clearance from lower sign edge to ground has been met. Current ordinance language permits either a banner or window decal. After discussion, it was recommended that the banner method be employed on S. Centre Street and the window decal motif be displayed on E. Maple Avenue, in one of the two front windows. If the ordinance is changed in the future to allow both window decal and banner, the Applicant could install the proposal that was presented tonight. The Applicant would not have to come back to the Board for approval. Less than 40% of door will have vinyl lettering showcasing hours.

Public Comment: No public present.

Motion: Shawn Waldron moved to approve, as presented, with the caveat that the banner format be used on S. Centre Street and the window logo be incorporated on the E. Maple Avenue frontage, Rita Lammey seconded, passed unanimously.

Board Discussion:

Circle Plaza – Charlie’s Crepes exploring free standing sign along front by Chapel Avenue. At 3 free standing signs, the maximum allowed has been met for the Plaza area.

HPC Application – Amended application has greatly improved the flow and understanding of the document.

Meeting Adjourned: Motion to adjourn was made by Marie Hanna, seconded by Maureen McLoone, passed unanimously at 8:20 PM.

Respectfully submitted,
Maureen A. McLoone, Secy.