



## MINUTES

**MERCHANTVILLE HISTORIC PRESERVATION COMMISSION**  
**Borough Hall, 1 West Maple Avenue, Merchantville, NJ 08109**  
**Tuesday, January 15, 2019**

1. **CALL TO ORDER.** The meeting was called to order at 7:31pm.
2. **SUNSHINE LAW.** The Board Solicitor explained the manner in which notice had been provided in accordance with the Open Public Meetings Act.
3. **PLEDGE OF ALLEGIANCE.** Attendees participated in the pledge of allegiance.
4. **OATH OF OFFICE.** The Board Solicitor collectively administered the oath of office to Ms. Jennifer Taylor, as a new full member, and Mr. R. Taylor Ruilova, as a new alternate member.
5. **ROLL CALL.** Ms. Wuebker called the roll call. The following members were present: Ms. Regina Lovelidge, Ms. Maureen McLoone, Mr. R. Taylor Ruilova, Ms. Jennifer Taylor, Mr. Shawn Waldron, and Mr. Nathan Weiner. Other persons present: Mark Asselta, Esq., Board Solicitor, Mara Wuebker, Borough Community Development Director, HPC Council Liaison, Andrew McLoone, as well as the applicants, and several members of the public.
6. **ELECTION OF OFFICERS.** Mr. Waldron nominated Ms. McLoone to be the Chairperson for 2019, which was seconded by Mr. Ruilova. All members voted in favor of this nomination. Ms. McLoone nominated Mr. Waldron for Vice-Chairperson for 2019, which was seconded by Mr. Ruilova. All members present voted in favor of this nomination. Mr. Waldron nominated Ms. Lovelidge for secretary, which was seconded by Mr. Weiner. All members voted in favor of this nomination.
7. **SCHEDULE OF MEETING DATES.** Mr. Asselta reviewed the proposed meeting dates, noting that the Commission typically meets on the first Tuesday of the month at 7:30pm. The only proposed date for the upcoming year that would not fall on a Tuesday is November 7<sup>th</sup> – due to election day. Ms. Wuebker suggested that September 3<sup>rd</sup> also be changed to Thursday due to the Labor Day holiday. Mr. Asselta mentioned that the time can also change, if Board members desired. Mr. Waldron made a motion to accept the proposed dates, as amended, with Mrs. McLoone seconding the motion. All members voted in favor of this motion.

**8. MEETING NOTICE/PUBLICATIONS.** Mr. Asselta asked whether the HPC wished to continue the practice of posting notices inside and outside of Borough Hall on the bulletin boards and allowing applicants the flexibility to provide notice in the Retrospect, Courier Post, or the Philadelphia Inquirer (in instances where required, like demolitions). Ms. Wuebker stated that it is her understanding, based on other Borough Boards/Council, that only New Jersey papers can be utilized. Mr. Ruilova made a motion to provide notice as Mr. Asselta described, with the caveat that the Philadelphia Inquirer not be included as a method of providing public notice by applicants.

**9. APPOINTMENT OF SOLICITOR.** Mr. Ruilova made a motion to appoint Mr. Asselta as the HPC Solicitor, which was seconded by Ms. McLoone. All members voted in favor of this motion.

**10. OLD BUSINESS:**

**a. APPROVAL OF MEETING MINUTES.** Mr. Weiner made a motion to accept the proposed December 4, 2018 meeting minutes, as proposed. Ms. Lovelidge seconded the motion. Mr. Weiner, Ms. Lovelidge, and Ms. McLoone voted in favor of the motion. Mr. Ruilova, Ms. Taylor, and Mr. Waldron abstained as they were not in attendance at that meeting so were ineligible to vote.

**b CERTIFICATES OF APPROPRIATENESS.** C.A.s from applications on the December agenda have been received by the Community Development Director.

**11. NEW BUSINESS**

**a. Applications**

**HPC #1901-1: Sarah Geracitano, 177 South Centre Street, Bl 38, Lot 3  
Install Shed-style Red Metal Roof, Increase Height of Front Façade of building by 4'**

Jim Price, the builder, and Nick Geracitano, the owner's son appeared in this matter. Mr. Price explained the subject property is Ms. Nancy's restaurant, who recently signed a 5-year lease. The proposed alteration to the roofline of the building is required because the roof is leaking; specifically, the flat roof, coupled with the parapet, is acting like a swimming pool. Water is getting into the inside of the restaurant, including into the electricity. The architect who previously worked with Tony Geracitano on the trellis design of the plaza in an effort to bring the two buildings more into harmony prepared the roof truss design and also proposed the T-111 vertical wood siding, to replicate the siding in the back building. The roof is a 1.34 pitch. It increases the height of the front of the building by 4'. He stated that Ms. Geracitano, the owner, selected the Dark Red #46 color for the roof.

Ms. McLoone asked the reasons why that particular roof style was selected. Is there a reason that such a substantial slanted roof was chosen, or could the drainage problems be corrected with a less significant roof angle, or a different roof style? It seems that drainage could be

accomplished without the need to augment the building façade by 4' and perhaps other roof styles would be more appropriate. Mr. Price responded that the roof design is what the architect thought was appropriate for the building style and it is the same architect who worked with the owner and the commission in the past when the owner participated in a Borough building façade program.

Mr. Waldron recollected the prior HPC applications for the center in the past and the efforts to try to coordinate the center more. He concurred with Ms. McLoone. The roof line doesn't seem in character with other surrounding rooflines.

Ms. Wuebker reminded the Board history on the application - - that given the leak that they were anxious to fix, and the lack of communication by the building official to the applicant regarding the additional layer of review needed by HPC, she conducted an informal individual polling of the Board members prior to holidays, seeking feedback to provide guidance to the applicant as early as possible on the proposal. The roof truss had already been ordered. She drove by this evening and it is already being installed.

Mr. Waldron has concerns about the proposed T-111 textured vertical wood surface – that the rough grain collects dirt and doesn't weather well, and that the HPC has previously advised applicants that they should not use this material. There was a discussion by board members that stucco wouldn't be a good choice either. Mr. Waldron said it was his recommendation that the metal roofing also be applied on the rise of the roof truss on all sides. Mr. Price was agreeable to this.

Board members discussed the various color options, looking at the 29 gauge metal paint chart (labeled MS (12R)/8-15) that was provided by the applicant from the manufacturer, Metal Sales Manufacturing Corporation. Mr. Price indicated that the dark red color had already been purchased and that he would be out money if couldn't use it. Ms. Wuebker recounted that Mr. Price had previously told her that if he didn't use the red for this project, he would be able to use it for other projects.

Ms. Wuebker expressed concerns about adding a red when the shopping center already has a variety of colors and a variety of design elements between the three buildings (tan, black and brown in the front building and blue and cream in the back, with other colors on the Crepe building as well as different stains on the trellises). Ms. McLoone suggested that a paint choice in the same color family as Ms. Nancy's building be utilized. The Board discussed that the tower is a copper color. Mr. Price states that the copper color has not held up well. Mr. Waldron asked Board members opinion on the red. Ms. Taylor and Mr. Weiner felt that the red would go well with the other red in the shopping center. Mr. Waldron suggested that the tower and the roof should be the same color to be more cohesive, and asked the applicant if it would also be able to replace the copper on the tower also with the dark red. Mr. Ruilova concurred with this solution. Mr. Price said he could do that.

Mr. Waldron made a motion to approve the application, as follows:

- (1) the roof style as proposed;
- (2) the dark red (46) paint color for the metal material will be utilized;

- (3) the same metal roof material in dark red (46) paint color will run vertically on the rise portion of the roof truss and on all sides of it;
- (4) the flashing will be the same dark red color to match;
- (5) the copper material on the tower roof will be replaced with the same dark red (46) color to match the roof;
- (6) Ms. Nancy's sign to be affixed in the same general area that it currently is located.

Mr. Ruilova seconded the motion. All members voted in favor of the motion. Therefore, the application was approved, as amended.

**b. HPC #1901-2 Shannon's Fitness, 13 N. Centre Street, Bl 58, Lot 13  
Install one building facade sign, one overhanging sign**

Mr. Andy Bordi, the sign contractor, and Ms. Mckeown, the applicant, appeared in this matter. The Applicant is proposing two signs for her fitness studio – one 59" x 42" building façade sign on the southern wall of the building facing the driveway, and one 36" x 24" overhanging sign on Centre Street. The building face sign will be 17.2 SF and the overhanging sign will be 6 SF, for a total of 23.2 SF. The colors proposed are saffron and purple, the colors of her business logo, but they have backup colors, if needed.

In response to questions from Board members, Mr. Bordi indicated the following: the total square footage of 23.2 SF is under the allowable square footage of 39.6 SF, there will be at least 9' clearance from the bottom of the overhanging sign to the ground, and that the overhanging sign will be about a foot in from the corner of the building.

Mr. Asselta stated that the Zoning Ordinance only allows building face signs on the part of the building facing a public street or public parking lot. It was noted that this building previously received approval for a similar sign layout because the commission considered the parking lot to be a public entrance. Board members looked at images of the parking lot area. There was a discussion about where the entrance to the residence upstairs being the front door on Centre Street, so it made sense that the building face sign would not be placed adjacent to the door serving that entrance. A Board member pointed out that there is a tree in front, which may block sign, as well. The Board discussed that the sign colors are her business colors and are acceptable.

Mr. Waldron made a motion to approve the application, as presented. Mr. Ruilova seconded the motion. All members voted in favor of the motion. Therefore, the application was approved, as proposed.

**7. PUBLIC COMMENTS.** Councilman McLoone said he is happy to continue to serve as the Council liaison to the HPC. The Commission provides a critical role in the vitality of the downtown. He appreciates members volunteering their time and recognizes that they are spending time away from their families and other activities in order to serve on the Commission.

**8. PROFESSIONAL COMMENTS.** Mr. Asselta thanked the commission for his re-appointment and looks forward to working with the Commission this year. Ms. Wuebker indicated that she brought the large Zoning Map with her so new members could see the boundaries of the

business districts, the confines of the historic districts. She recognizes that many of the members are new and if at any time they have any questions, please feel free to contact her.

9. **BOARD COMMENTS.** Ms. McLoone says that the Commissions' role is very important and that the members are acting as stewards of the community, continuing the work of prior generations, and she looks forward to working with the new members.
10. **ADJOURNMENT.** Mr. Weiner made a motion to adjourn, which was seconded by Ms. McLoone. All members voted in favor. The meeting adjourned approximately 8:45pm.