



MINUTES

MERCHANTVILLE HISTORIC PRESERVATION COMMISSION Borough Hall, 1 West Maple Avenue, Merchantville, NJ 08109 Tuesday, March 5, 2019

1. **CALL TO ORDER.** The meeting was called to order at 7:30 pm.
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. **ROLL CALL.** Ms. Wuebker called the roll call. The following members were present: Ms. Regina Lovelidge, Mr. R. Taylor Ruilova, Ms. Jennifer Taylor, and Mr. Shawn Waldron. Other persons present: Mark Asselta, Esq., Board Solicitor, Mara Wuebker, Borough Community Development Director, as well as Andy Bordi representing the applicant. Board members Ms. McLoone and Mr. Weiner were absent.
5. **OLD BUSINESS:**
 - a. **APPROVAL OF MEETING MINUTES.** Mr. Ruilova made a motion to accept the proposed January 15, 2019 meeting minutes, as proposed. Ms. Taylor seconded the motion. All members voted in favor of the motion.
 - b. **CERTIFICATES OF APPROPRIATENESS.** C.A.s from applications on the January agenda have been received by the Community Development Director.
6. **NEW BUSINESS**
 - Applicants
 - a. **HPC#1903-1 Kevin Nugent, Rasta Kitchen, 618 West Maple Avenue, Bl 9, Lot 11**
Install Building Face Sign, Awning Sign, Door Glass Sign

Andy Bordi from Bordi Designs (sign contractor) represented the applicant. The applicant did not attend. The existing awning will be painted black, the flap will have new graphic and lettering. The existing sign will have new artwork, the sign will be removed, updated and reinstalled. Mr. Waldron was concerned about the painting of cloth on the awning. Mr. Bordi assured it would work as he did this in prior projects. The proposed is to utilize vinyl graphics and to stick to the awning. If the graphic does not stick, the lettering will also be painted onto the awning. Mr. Bordi is removing the existing (prior) graphics, will clean and paint the awning. Mr. Bordi reiterated the plan is not to paint the flap but if it needs painting than it

will be painted with stripes and lettering. Mr. Ruivola asked if Mr. Bordi has painted an awning canopy before and he explained he did this for the previous owners, Yummy Pizza. Mr. Bordi advised the existing canopy is tan canvas or fabric.

Ms. Wuebker expressed concerns about the business hours lettering on the door causing the total to be over the allowable square footage. She explained that there was a difference in opinion of the interpretation of an amendment to the ordinance concerning commercial information. The definition of commercial information is undefined in the amendment. Mr. Asselta advised we have to assume commercial information means hours, address and phone number but not the name of the business. Mr. Waldron stated that he doesn't think an applicant would need a permit for a hanging sign within the inside building on the inside front door, however lettering on the door will count it in the overall size. The question arises regarding the total twenty-four square feet – is the hour sign countable toward square footage allowed? If so, then the door signage as proposed will cause this applicant's proposal to exceed the overall allowance. HPC interprets the amendment that this front door signage with hours, address, telephone number and name of a business needs to be counted toward the overall allowance. This would put the signage over by .6 square feet. Mr. Asselta noted that Section 94-57 (B)(2)(b) of the sign ordinance provides that "The total area of all signs on each frontage shall not exceed ten percent (10%) of the width of the street façade of the building multiplied by twelve feet (12) feet." The section does not exclude commercial informational signs from the total sign area cap and this section was not amended by the recent amendment to the sign ordinance. This section supports the Commission's interpretation that the area of commercial information signs is to be included for determining the maximum amount of total signage.

HPC suggested the applicant eliminate the logo on the door or minimize the lettering on the door to fit within the remaining 2.75 allowable square feet, so the total signage square footage would be maximum 24 SF. Mr. Bordi decided on behalf of the applicant they will shrink the front door signage. Mr. Bordi will suggest to the applicant to include the hours of operation on a hanging sign behind the front window that is not permanent, if need be.

Mr. Asselta requested that Mr. Bordi draws a box around everything with the measurements when the application is modified, and paperwork is submitted because technically only allowed to have one door sign. Mr. Bordi agreed.

Mr. Waldron made a motion to approve the application as proposed in relation to the installation of the building face sign and awning sign but amended the door glass sign. The applicant will use the existing sign in the proposed colors and logo of the Rasta Kitchen, the awning will be painted black with lettering and stripes on the flap however the door sign must be reduced to fit within the 2.75 feet. Mr. Ruilova seconded the motion. All members voted in favor of the motion. Therefore, the application was approved, as amended.

7. PUBLIC COMMENTS. There was no public present.

8. PROFESSIONAL COMMENTS. Mr. Asselta along with Ms. Wuebker suggested the amendment to the ordinance regarding the commercial information and signage need to be clarified and have more details. The purpose is so the HPC can be consistent when making decisions.

9. BOARD COMMENTS. The board members did not have any comments.

10. ADJOURNMENT. Mr. Ruilova made a motion to adjourn, which was seconded by Ms. Taylor. All members voted in favor. The meeting adjourned approximately 7:52 pm.