

# MIDDLETOWN PRESERVATION & DESIGN REVIEW BOARD

## SPECIAL MEETING - ROOM B21

MINUTES

OCTOBER 30, 1996

### PRESENT

J. Bianco  
P. Evans  
N. Goff  
D. Brown  
E. Kapetan

### ABSENT

J. Fortuna  
B. Kronenberger  
A. Tommasi  
E. Warner

### ALSO PRESENT

C. Wilcox, Staff

Chairman, J. Bianco called the meeting to order at 5:04 p.m. in Room B-21 of the Municipal Building.

1. **Everything a Dollar** sign application for 437 Main Street: The store owner was present to discuss the proposed signage which was for two 3' x 8' internally lit signs made of metal with a white plexiglass cover and bright red lettering. These were similar to the Cortina Tile and other signs on the same building.

The Board was interested in trying to persuade the owners to design a sign more appropriate to their building which is an attractive historic block at a very prominent location. They were asked to note the signage at Vision Corner (and others similar in that block), the Adult Education Center and the lighting on the Mikado sign as good examples; and were advised that replicating the signs already on the building was not a good idea, as they are poor examples of signage appropriate in design to the building. The applicant agreed and will have his sign maker come up with a new design in the next few days.

A motion was made by P. Evans, seconded by N. Goff and voted unanimously to recommend signs for Everything A Dollar and to approve such signs if they can be redesigned to the satisfaction of the chair, J. Bianco, with the following requirements:

- ❖ *Scale*: no problem with proposed size of 3' x 8'
- ❖ *Materials*: sign should have wood or metal body
- ❖ *Illumination*: sign should be illuminated by attractive/appropriate exterior fixtures (not back-lit) - recent example is the Mikado sign on the Columbus Plaza facade
- ❖ *Lettering*: individual raised lettering is recommended such as at Millennium Center or Vision Corner
- ❖ *Colors*: applicant advised to look for a contrast to the limestone ... if lighter, and off white, otherwise a color compatible with the limestone and brick. Lettering could be red or brick red.
- ❖ *Border*: an applied and painted or just painted border is recommended in the contrasting color used for the lettering.

If the applicants submit a new design to the Municipal Development Office by the end of the week, staff will get it to the Chair for review and comment by Monday. The applicants are anxious to open their store next week

2. **241 Court Street:** The applicant was not at the meeting and had not submitted any plans. No action was taken.

There being no further business the meeting adjourned at 5:35 p.m.



Cynthia G. Wilcox,  
Project Development Manager

cc: Planning Department

CGW/cgw

GAMDRPBMINUTES10-30-96.SPE