
**CITY OF MIDDLETOWN
DESIGN REVIEW & PRESERVATION BOARD**

MINUTES

November-05-03

Present

J. BIANCO, CHAIRMAN
M. BRADY
P. EVANS
D. BROWN
B. PLUMLEY

Absent

J. FORTUNA
B. KRONENBERGER
N. GOFF
N. STAMLER

Also Present

M. WACKERS
H. DAVIS
K. LOUGHLIN
K. KENNEDY

The meeting commenced at 5:34 PM.

First, H. Davis represented Middletown Main Street Market, LLC in presenting a proposal renovating the façade and windows of 386 Main Street. The idea will be to ultimately completely renovate the entire building, but the steps being discussed at this meeting are for the immediate cleanup of the façade and replacing many of the windows in the building. On the façade the damaged decorative moldings will be fixed and the 12 windows be replaced with new aluminum double hung. The original masonry will be restored to its original condition. J. Bianco cautioned that in concept the planned changes are fine, but without a clear specification of all the work to be actually done, it is difficult to approve the end result at this time. With this, H. Davis asked what kind of things should he be considering with future renovations. The Board offered a number of statements for guidance, which included: windows on the East and West sides of the build should be of better aesthetic quality than the north and south windows. The board would encourage the use of colors and consider designs that are high quality, fun, and funky. Consider outlining the building in lights, similar to other buildings on Main Street. . Evans motioned to accept this first portion of the building renovation, which would entail replacing the windows, masonry repairs on the front of the building as conceptually presented. M. Brady seconded and the motion passed unanimously.

Second, K Loughlin represented SBC in presenting a proposal for a new sign to replace the existing SNET sign at Highland Avenue. The sign would feature only the SBC sign, with Halo lighting. The square footage on the new sign would actually be reduced from the current sign. P. Evans motioned to accept the proposal as presented. M. Brady seconded and the motion passed unanimously.

Third, K. Kennedy presented his case concerning the question of Wild Bill's Nostalgia shop and the current signage adorning the building, in order to receive input from the board. The members of the Board were very intrigued by the debate created by Will Bill's shop. Opinions straddled both sides of the issue, with members seeing it as or could recognized the potential that is could be considered art, and with members seeing this as purely a commercial endeavor to drum up businesses. The board did get general consensus with the fact that this is a business undertaking exterior renovation on a major business corridor under the jurisdiction of the Design Review and Preservation Board. Wild Bill should have consulted with the Design Review Board in order to achieve and number of points. First, Middletown and Design Review Board encourage creativity and boldness in design. Second, consideration for what a design will look-like in 5-year is a hallmark for the quality of the design. The Design Review Board would have been able to recommend appropriate materials to ensure that the design lasts. Third, the reason for Design Review is so that business designs are approved with the City's approved. The process should be followed or Businesses will have no desire to seek approval or permits. To summarize, a board member stated, "We don't discourage creativity and boldness. We would like to see it presented so we can comment on the aesthetics, which this case did not. What a design looks like in 5-years, does have a bearing on how well it was constructed. If you want something funky you need to do it right so it lasts. You need to go through the process." The board overall approved of the drafting of a letter and would take a vote upon seeing the final version. M. Wackers would draft the letter and circulate it for comment.

Fourth, M. Wackers presented the sign proposal for Yoga of Middletown, at the corner of Washington Street and Main Street. Since her work takes place at night and the business is still trying to get off the ground, it was not possible for her to attend tonight's meeting and could not afford it to be table until the next month. Seeing this as a case of actual hardship, M. Wackers presented this proposal. The sign is small, 2 sq. ft. and would hang perpendicular to the build on the second floor. The sign would read Middletown Yoga, with a build background and yellow lettering. The Board commented on the striking colors and remarked favorably on the project. M. Brady motioned to approve the sign as presented. P. Evans seconded and the motion passed unanimously.

There being no further business, the meeting adjourned at 6:30 PM.

Respectfully submitted,

Michiel Wackers, Community Development Specialist