

ADVISORY COMMITTEE ON COMMUNITY APPEARANCE
Regular Meeting ~ February 13, 2018
Minutes

The regular meeting of the Advisory Committee on Community Appearance (ACCA) was held on Tuesday, February 13, 2018, in Meeting Room A at the Madison Town Campus, with Elizabeth Ardolino presiding.

Members present: Chair E. Ardolino, M. Williams, F. Murphy, R. Zollshan, J. Cunningham, P. Clement.

Others present: J. DeLaura (Zoning Enforcement Officer), Amato Bevilacqua, Chris Weiler, Joseph Bunovsky (PZC liaison).

E. Ardolino called the meeting to order at approximately 5:00 p.m.

1-5. The following pages contain the recommendations for the applications presented.

6. Election of Officers.

Motion: By M. Williams, seconded by J. Cunningham, to continue the current slate of officers for 2018. All members present voted in favor. Motion carried.

7. Approval of Minutes:

- December 12, 2017
- January 9, 2018

The minutes were not discussed.

8. Adjournment:

Motion: By J. Cunningham, seconded by M. Williams, to adjourn at 6:11 pm. All members present voted in favor. Motion carried.

Respectfully submitted,
Shauna Ham

ACCA RECOMMENDATION

ACCA MEETING DATE: FEBRUARY 13, 2018

Application: S-392. 25 Boston Post Road, Unit 5. Absolute Best Cleaning.
Permanent Sign.

Applicant: Chris Weiler.

Members present: Chair E. Ardolino, M. Williams, F. Murphy, R. Zollshan, J.
Cunningham, P. Clement.

Action:

- Design recommended for approval as presented.**
- Design recommended for approval with modifications.
- Further design review recommended.
- Design recommended for denial

Discussion:

Chris Weiler, owner of Absolute Best Cleaning, presented application S-392. As presented, the permanent sign would be 48"x32" and hang from a black bracket off the front of the building.

Members expressed some concern about clearance. Weiler stated that the height from the ground would be made consistent with the existing neighboring sign for Madison College Prep.

Motion: By J. Cunningham, seconded by M. Williams, to approve application S-392 as presented. All members present voted in favor. Motion carried.

ACCA RECOMMENDATION

ACCA MEETING DATE: FEBRUARY 13, 2018

Application: **391 Durham Road.** Amato's Pizza and Pasta LLC.
Sign change.

Applicant: Amato Bevilacqua.

Members present: **Chair E. Ardolino, M. Williams, F. Murphy, R. Zollshan, J. Cunningham, P. Clement.**

Action:

- Design recommended for approval as presented.
- Design recommended for approval with modifications.**
- Further design review recommended.
- Design recommended for denial

Discussion:

Amato Bevilacqua, owner of Amato's Pizza and Pasta, presented his application to replace existing signs. As presented, the dimensions would be the same as the existing, but the shape would be slightly different (badge-shaped); the mustard color would be duller than what was printed. Members were fine with the sign on the building, but had concerns with the directory sign. They liked the sign itself, just not when placed in line with the other existing signs. Members entertained several ideas to solve the issue, but ultimately agreed that a reduction in size would make the collection of signs more aesthetically pleasing.

Motion: By R. Zollshan, seconded by F. Murphy, to accept the building sign as presented and to accept the shape and placement of the directory sign as presented with the provision that the size be reduced such that the height is 25" and the width is narrowed to maintain the proposed proportion. All members present voted in favor. Motion carried.

ACCA RECOMMENDATION

ACCA MEETING DATE: FEBRUARY 13, 2018

Application: **18-01+DVD. 801 Boston Post Road.** E.C. Scranton Memorial Library. Map 38, Lots 41, 42, 43, & 45. DW District. Special Exception Permit application for the addition and renovations to the E. C. Scranton Memorial Library.

Members present: **Chair E. Ardolino, M. Williams, F. Murphy, R. Zollshan, J. Cunningham, P. Clement.**

Action: N/A

Discussion:

Postponed to March 13, 2018.

ACCA RECOMMENDATION

ACCA MEETING DATE: FEBRUARY 13, 2018

Application: **18-02+DVD. 102 Wall Street.** Map 38, Lot 27. D District.
Special Exception Permit to renovate the building previously containing a hair salon to two apartments (one on first floor and one on second floor).

Owner: 102 Wall Street, LLC

Applicant: Matthew Williams

Members present: **Chair E. Ardolino, M. Williams, F. Murphy, R. Zollshan, J. Cunningham, P. Clement.**

Action:

- Design recommended for approval as presented.**
- Design recommended for approval with modifications.
- Further design review recommended.
- Design recommended for denial

Discussion: < M. Williams recused himself from deliberation of application 18-02+DVD >

M. Williams presented application 18-02+DVD. As presented, minimal external renovations would be involved in the conversion of the hair salon into two apartments: window replacement and light landscaping, including an island. The exterior color would not be changed at this time.

Members were pleased that the shrubs in the front of the building would be removed and indicated that it would be nice if the building were painted or re-sided.

Motion: By J. Cunningham, seconded by R. Zollshan, to accept application 18-02+DVD as presented, with the suggestion that they change the color in the future. M. Williams abstained. All members present voted in favor. Motion carried.

ACCA RECOMMENDATION

ACCA MEETING DATE: FEBRUARY 13, 2018

Madison Arts Cinema Marquee discussion.

Members discussed the issue of the Madison Arts Cinema Marquee programmable sign being used in ways that conflict with what was approved by ACCA, what was approved by PZC, and with Town regulations. The need for the sign was because manually changing the letters of the old sign was unsafe. The applicant had indicated at the May 9, 2017 regular ACCA meeting that the intention was to have a stationary image. It was clear during that discussion that white lettering on a black background was preferred, and that any other color and font combinations would come before ACCA for approval; further design review was recommended. The sign is currently changing screens at 15-second intervals, using color, and moving images. It is very distracting and does not convey well the information that it is supposed to: what movies are playing at the cinema. The distracting nature of the sign also poses a safety hazard for drivers. Members agreed that PZC needs to enforce the original intent, as the current use of the sign is not in keeping with the character of the town and sets a precedent for others to use such signs. It needs to be simpler, slower, and keep a uniform background, even when changing screens. While the applicant had entertained the idea of using the sign to post public service announcements, that concept was left open-ended and permission to do so had not been specifically granted. There is a need to restrict and refine how and when sign changes occur, and what content it projects.

Motion:

E. Ardolino made a motion to formally reiterate what ACCA discussed at the May 9, 2017 meeting. The agreement was:

- The sign should be a stationary image.
- The sign would be black with white lettering (as presented).
- After installation, ACCA would review any other color options relative to the font and background (other than white letters on black background).

It is important to note that moving images or other interspersed signage was not discussed; it was presented as a stationary image that would look similar to the original manual sign. The primary purpose of the sign is for passersby – pedestrians and drivers – to see what movies are playing at the cinema; the current exercise of the sign, allowing only 15 seconds to read information, is very confusing. With a constantly changing sign, there is a potential for accidents; there is a safety concern. The sign's current use is aesthetically objectionable and out of character with the Town. There is a deep concern that it sets a precedent for future applications.

The motion was seconded by J. Cunningham.

All members present voted in favor. Motion carried.