

ARCHITECTURAL BOARD OF REVIEW
CITY OF MIDDLETOWN
Minutes
March 24, 2021

1. ROLL CALL - all present

Gef Chumard
Kathy Rifkin
Bobby Lerz
Maria Bruni
Anna Madden
Alvaro Garcia

2. APPROVAL OF MINUTES: December 3, 2020

Motion to approve minutes made by Kathy Rifkin; seconded by Anna Madden

Motion carried 6-0

3. NEW BUSINESS: There were 7 applications for the Board to consider

a. 7 South Street – Sign

TouchDown Sports Cards is a new business. The owner is proposing to put signage in the window that has his logo and the name of the business. He would remove the existing window sign and replace it. The black background in the rendering will be clear in the window with red lettering. The proposed lettering is 4 inches. The Board encouraged larger print so the sign would be readable from passing traffic and recommended consultation with the sign maker. The board also recommended removing the Winner’s Bracket sign from the side of the building. The business owner said he would replace it with a new sign in a month or two and come back to the board for approval.

A motion to accept the application with the recommendation to go to 6 inch or appropriate size lettering was made by Bobby Lerz; seconded by Gef Chumard

Motion carried 6-0

b. 142 North Street – Sign

International Services. This was a DRI façade renovation property. The applicant put up a temporary sign. The applicant’s sign company worked with our architect, AJ Coppola went over the design and the recommendation was channel lettering which is appropriate for the building. The address is 9 inches tall and 88 inches wide. The phone number is 9 inches tall and 53 inches wide. International Services is 12.5 inches tall and 160 inches wide. They are individual channel letters cut out of PVC and painted. Our architect approves. The letters will be black on a gray background. There will be no lighting. SHPO rejected the landlords proposed gooseneck lighting.

A motion to accept the sign was made by Anna Madden; seconded by Alvaro Garcia
Motion carried 6-0

c. 28 North Street – Sign

Daye's Café & Coffee Roasters. This is also a DRI façade renovation property. The applicant, Mr. Lee is here. I have consulted with our architect and am awaiting his final input. The background is tan the channel letters will be green. The letters will be backlit. There will also be a blade sign that will be attached to the brick on the on the left, it will be lit. SHPO rejected gooseneck lighting for this building also. We can approve this contingent upon the architect's overview which should be in a day or two. The sign will go over the store front windows.

A motion to accept the application contingent upon our architect's review was made by Kathy Rifkin; seconded by Anna Madden
Motion carried 6-0

d. 90 North Street – Sign

Sunshine Healthcare. There will not be a sign on the front of the building. The sign will be on the side below the existing sign on right side of the door. The business representative is not here. There were three samples that they offered for review. The second example was preferred by the Board.

A motion to accept the application for sample #2 was made by Gef Chumard; seconded by Bobby Lerz
Motion carried 6-0

e. 95B North Street – Sign

Turu Manku. The sign will be an orange wooden blade sign. The board would like to see a sample of the color since the application color came through pink.

A motion to accept the application contingent upon the provision of guideline approved color sample was made by Anna Madden; seconded by Alvaro Garcia
Motion carried 6-0

f. 2-8 South Street

Equilibrium Brewery is proposing to put their logo on the silo.

A motion to accept the application was made by Kathy Rifkin; seconded by Anna Madden
Motion carried 6-0

4. OLD BUSINESS - None

5. NEXT MEETING: April 1, 2021 if there are any applications.

6. ADJOURNMENT:

Motion for adjournment made by Bobby Lerz; seconded by Gef Chumard

Motion carried 6-0