

**BYRAM TOWNSHIP ARCHITECTURAL REVIEW COMMITTEE (ARC)
SPECIAL MEETING MINUTES – October 25, 2017**

Call to Order: The special meeting was called to order at 8:40 pm.

General:

Present were Chairman Vince Gallo (VG), Eric Serilli (ES), Lisa Shimamoto (LS), and Secretary Tom Dixon (TD). The August minutes were approved.

Review:

Liquor Factory – Acorn Plaza, 8 Route 206, Block 42 Lot 113 (VB District):

Liquor Factory was represented by Bill and Bob Tobin. They are proposing increases to their already pre-existing, non-conforming, oversized sign (Figure 1).



Figure 1. Pre-existing, non-conforming sign (temp. sign to be removed).

Their submission showed the Liquor Factory panel moved down below the other panels and the addition of a 5-line, 45” high message board with letters that can be changed out (Figure 2). The

panel was moved down so that it could be next to the message board, while still being able to manually change the letters for new messages.



Figure 2. Proposed sign (temporary sign to be removed).

The ARC was not in favor of the sign as proposed, largely because it would more than double the size of Liquor Factory panel coverage (Liquor Factory panel is 40.75” high, whereas the proposed message board would be 45” high). The ARC felt that the entirety of the area requested was unnecessary and asked if the Applicant could:

1. reduce the Liquor Factory panel height by 8” and have the store name listed on one line instead of two; and
2. reduce the message board from 5 lines to 3 lines, thereby reducing the height by 12”.

Liquor Factory was not happy with the request. They indicated that they really wanted an LED sign but chose not to present it because it was prohibited and didn’t want to jeopardize their request for the size increase. As a result, they need the extra space for their advertising. TD brought into the meeting, a copy of the LED sign cut sheet that Bob Tobin had at the office prior to submitting the application (Figure 3).

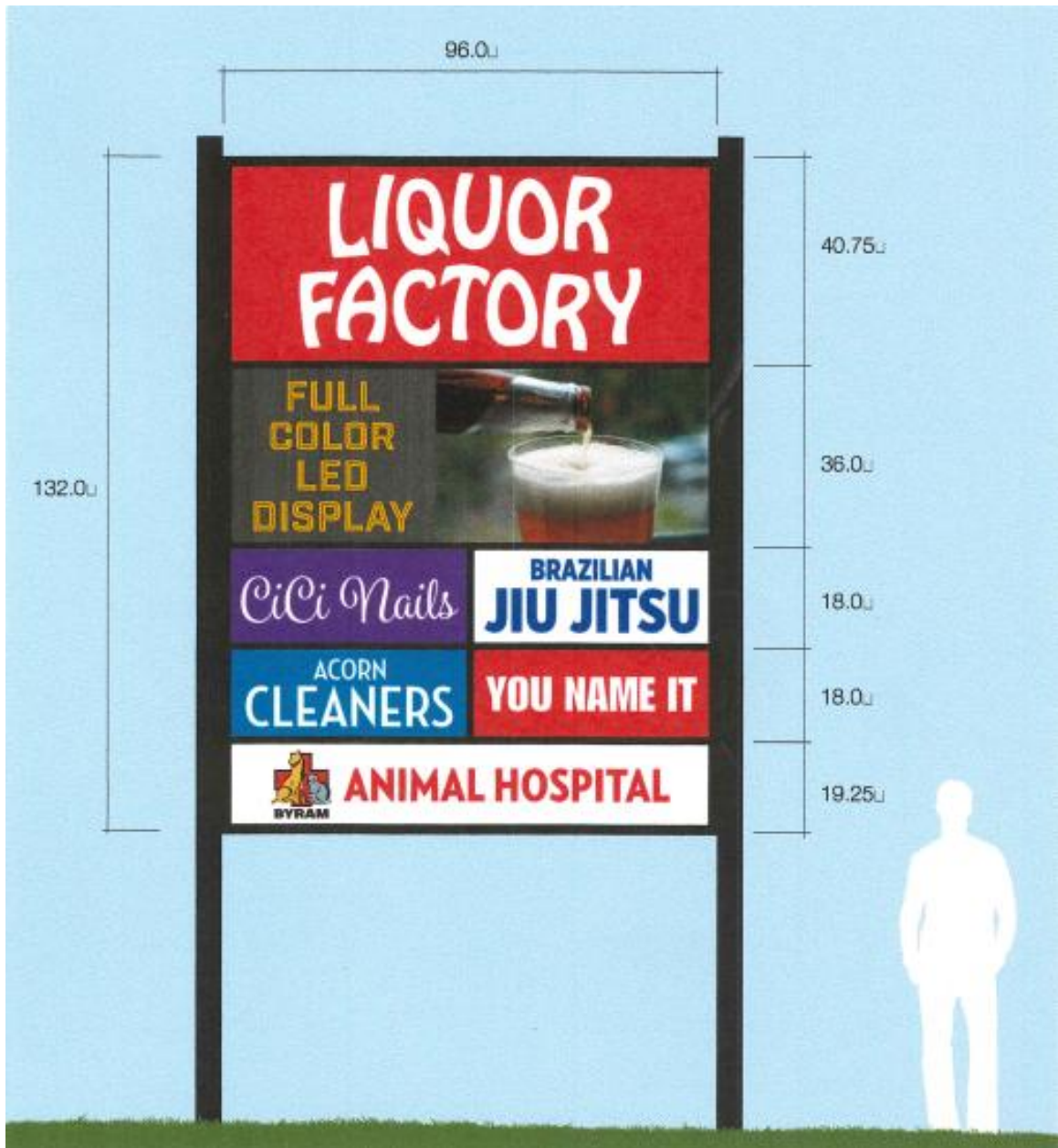


Figure 3. Early version of sign, with dimensions.

The LED would show still images on a time loop.

The ARC prefers the LED sign over the manual message board because it:

1. has a cleaner and more visually pleasing appearance;
2. looks updated and modern;
3. would reduce the panel height by 9"; and
4. allows Liquor Factory to have the highest business panel location as the anchor store.

In addition, a 16” high Acorn Plaza panel had been added on top. Although this would heighten a sign which is already taller than what is allowed, the ARC is in favor of this addition because it identifies the plaza, and gives the sign a much nicer look, without a large incremental increase in height.

Therefore, the ARC members were all agreed in favor of allowing the LED panel and the Acorn Plaza panel. Liquor Factory was asked for, and provided, updated sheets (Figures 4 and 5).

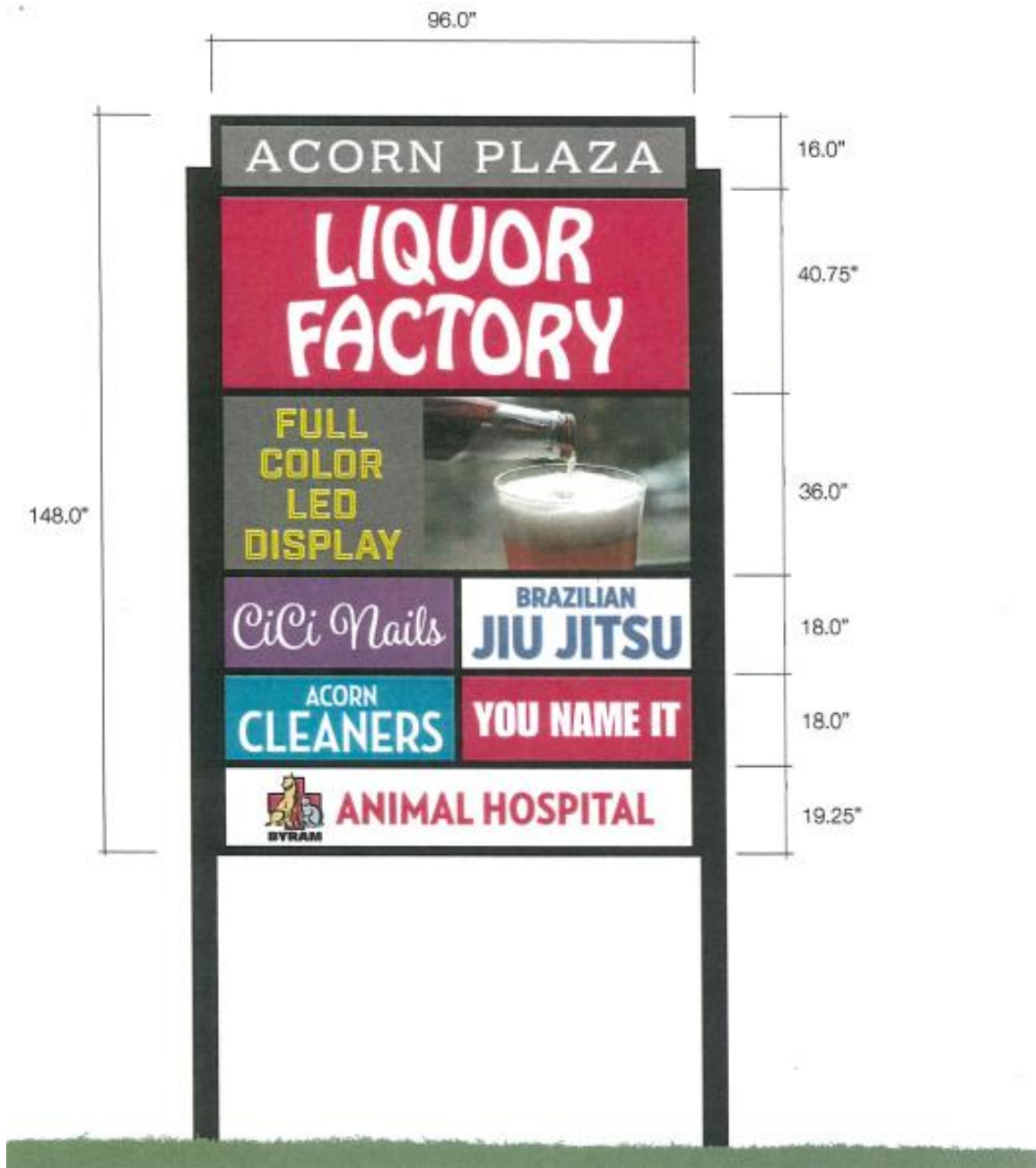


Figure 4. Newly proposed sign incorporating ARC comments, with dimensions.



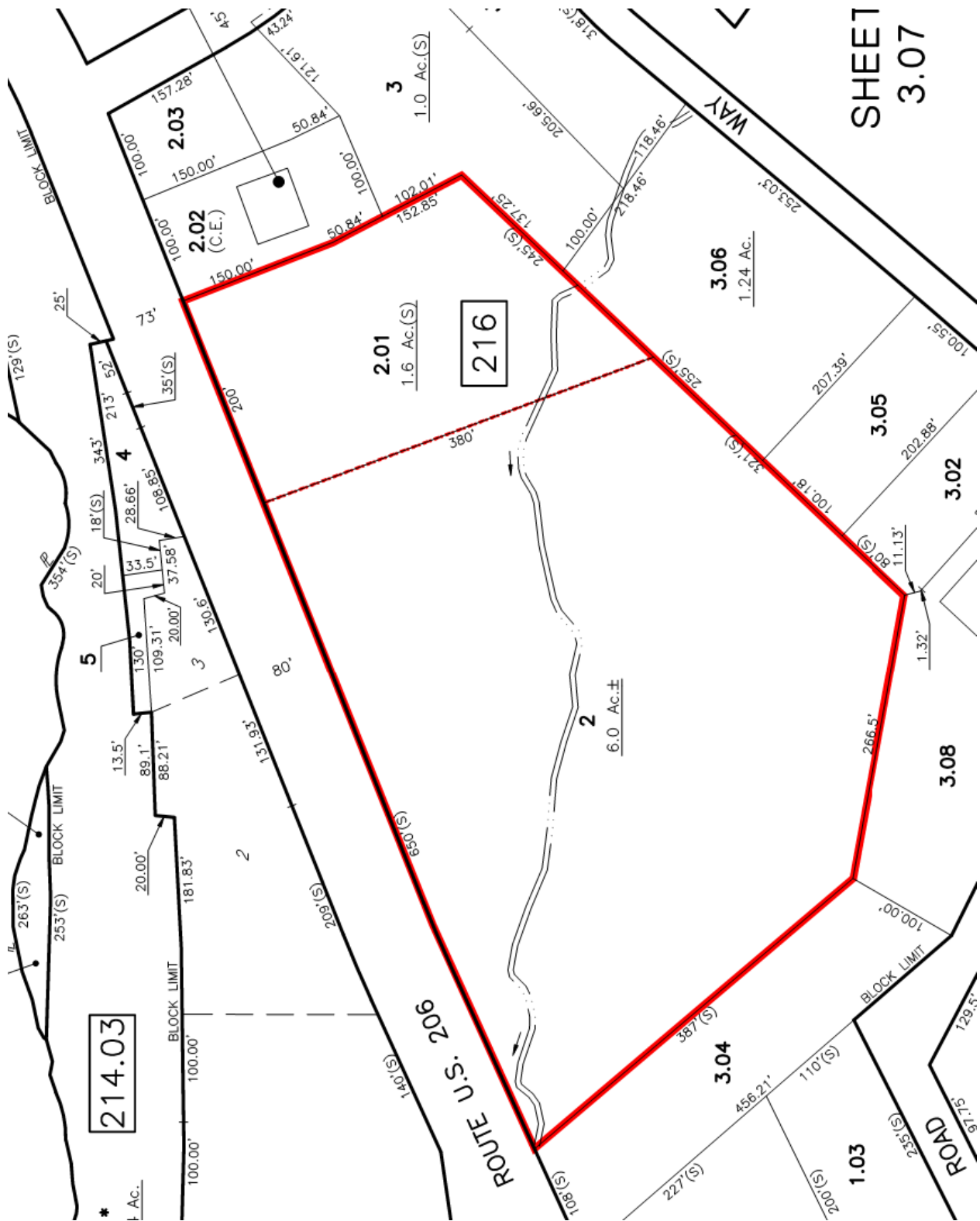
Figure 5. Newly proposed sign incorporating ARC comments (temporary sign to be removed).

P.R. DeRosa (existing Trailerama site) – 262 Route 206, Block 216 Lot2 (NC District):

The Trailerama site is currently comprised of two separate lots in Block 216 (Lots 2 and 2.01). The current owner, Joe Sedivy, has decided to bifurcate the lots and is in the process of selling Lot 2 to Paul DeRosa (Figure 6). Mr. DeRosa has submitted a Planning Board application for site plan approval to convert the existing sales and storage facility, to a marine, trailer, and snowmobile sales, service, and storage facility. The Planning Board Chairman requested that the ARC review the application.

No changes to the existing building are currently depicted. Proposed site work includes planting 54 evergreens, paving the parking area, striping nine parking spaces, and removal of a shed.

Since no architectural features or lighting is proposed to be changed, the ARC has no comment at this time. It is noted that a sign plan with details was not provided.



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3.07

Figure 6. Tax map for Trailerama.

Adjourn: The meeting was adjourned at 9:55 pm.