**Design Review Board Meeting Minutes**
**Monday, August 11, 2025**
**7:30 p.m.**

**Board Members:**
Mark Gluesing, Board Chair (P)
Steve Dornbusch, Board Member (P)
Felix Zemel, Board Member (P)
Haril Pandya, Board Member (P)

Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Mark Gluesing, Chair, called the meeting to order on August 11, 2025, at 7:30 p.m. He reviewed the remote meeting procedures.

**Applicants & Attendees:**
1. Annie So, owner of Highland Spa
2. Tom Taricano, FastSigns, representing Nightingale Wealth Solutions

**Agenda Item 1:**
*Annie So, owner of Highland Spa located at 120 Highland Avenue and applying for signage and an awning.*

Annie So, owner of Highland Spa, explained that the proposed sign is designed to match the plaza area. A sign is proposed on the building and a compound sign is proposed along the roadside. The size requirements for the Town have been satisfied.

Mr. Dornbusch noted that the other pylon signs for the plaza have a white background, and the proposed sign seems to have a different background. Chair Gluesing stated that some of the existing signs are faded but the proposed sign can be required to have a matching background. Ms. So stated that the background would be made to match.

Mr. Dornbusch expressed concern that the light color and whited face letters would be hard to see against the light building wall. It was noted there are other white faced signs on the building. Ms. So stated that the sign will match the signs nearby. It was suggested, but not required, that the applicant may want to use a darker letter box.

Mr. Zemel stated that the Board typically likes to see mockups from a sign company, versus an AI created image. The submitted image shows a bright white sign which could be distracting. He expressed concern regarding the brightness of the sign at this intersection. Chair Gluesing stated that sign companies photoshop in an image, similar to what was submitted. The proposed sign is internally, LED illuminated, similar to those next door.

Mr. Pandya stated that the drop shadow of the sign is not being shown in the images as it will be cast on the building. This could lead to the signs appearing to be quite bright. A filter effect could also have been used. A different rendering of these signs could address these concerns. He expressed concern regarding the use of gold and ivory colored sign, as the outline will be washed out. Depending on how bright the LED light is, the logo and lettering could become very difficult to read. The letters in the lower oval portion of the sign also do not seem centered.

Chair Gluesing stated that the letter cases on nearby signs have a darker color, which will allow them to read better during the day. He agreed that the sign may not be as visible as the applicant would like. The Board will require that the LED sign be dimmable which can then be observed once installed and dimmed if necessary.

Upon a motion duly made by Mr. Zemel and seconded by Mr. Dornbusch, it was voted to approve the parking lot sign, as submitted. Felix Zemel – aye; Haril Pandya – aye; Steve Dornbusch – aye; Mark Gluesing – aye; Motion passed 4-0-0.

Upon a motion duly made by Mr. Zemel and seconded by Mr. Dornbusch, it was voted to approve the Highland Ave sign, with the condition that the lighting be dimmable and that the lighting level be set to match the adjacent "Splash & Dash" and "Panera" signage, and that the wording in the oval box be centered. Felix Zemel – aye; Haril Pandya – aye; Steve Dornbusch – aye; Mark Gluesing – aye; Motion passed 4-0-0.

Upon a motion duly made by Mr. Zemel and seconded by Mr. Dornbusch, it was voted to approve the pylon/compound sign, with the condition that the background color match the two adjacent signs [Splash and Dash and Landry Bicycles.] Felix Zemel – aye; Haril Pandya – aye; Steve Dornbusch – aye; Mark Gluesing – aye; Motion passed 4-0-0.

Upon a motion duly made by Mr. Zemel and seconded by Mr. Dornbusch, it was voted to approve the awning design, as submitted. Felix Zemel – aye; Haril Pandya – aye; Steve Dornbusch – aye; Mark Gluesing – aye; Motion passed 4-0-0.

**Agenda Item 2:**
*Tom Taricano, FastSigns representing Nightingale Wealth Solutions located at 1036 Great Plain Avenue and applying for signage.*

Tom Taricano, FastSigns representing Nightingale Wealth Solutions, explained that the proposal is for a fabricated aluminum pan face sign with 3D text and logo icon. The letters will be painted a single color per word. The logo will have vinyl on the front. The logo icon and "Nightingale" lettering will be ½" thick, the "Wealth Solutions" lettering will be ¼" thick. The pan face will be 3" deep and mounted to the brick.

Mr. Dornbusch stated that he does not like the proposed location for the sign. This looks like a billboard on the building. He asked if one of the lower signs on the building could be moved over in order to make space for the proposed sign. Mr. Taricano stated that sometimes it is preferred to have the sign close to the actual location of the tenant, which is what is being proposed.

Mr. Pandya suggested aligning the sign in its proposed spot on the building with one of the signs below it.

Mr. Zemil stated that the precedent of installing this sign in its proposed location on the building could lead to someone requesting a sign for a tenant on the third story of the building. He asked if there is guidance in the ordinance for this. The Chair stated that there is not.

Mr. Taricano noted that moving the sign would locate it between the applicant's space and another tenant's space. Chair Gluesing stated that he would propose centering the sign over the Glamorous awning below.

Ariel Dangelo, Nightingale Wealth Solutions, stated that this space was chosen for the business due to its foot traffic but there has been confusion in finding the location in the past. The sign was chosen to help with this and keep with the branding. She would be accepting of moving the sign horizontally to the right to center it better. She noted that her lease states that if any of the other spaces in the building open up, her business has the first right to expand into that area.

Chair Gluesing stated that the proportions for 36" tall signs generally do not work well. The graphic at the end gives the height for the sign. If this was shrunk to a 30" high panel, allowing for more space between the lettering and the graphic, it might make the sign clearer. Mr. Taricano stated that the applicant went through an extensive branding setup with the proposed proportions.

Chair Gluesing suggested centering the sign above the first window of the second floor on the right of the building and placing it above the first soldier course to more strongly tie it to the architecture. The other option would be to place a smaller sign at the first floor of the building, in line with the existing signs. Mr. Dornbusch stated that he would not approve of the second floor location.

Upon a motion duly made by Mr. Zemel and seconded by Mr. Dornbusch, it was voted to approve the sign, with the condition that the vertical centering remain as proposed, but that the sign be moved to the right and centered over the first window on the second floor. Felix Zemel – aye; Haril Pandya – aye; Steve Dornbusch – nay; Mark Gluesing – aye; Motion passed 3-1-0.

**<u>REVIEW</u>**
Minutes of 7/14/2025 minutes

Upon a motion duly made by Mr. Zemel and seconded by Mr. Dornbusch, it was voted to approve the meeting minutes of July 14, 2025. Felix Zemel – aye; Haril Pandya – abstain; Steve Dornbusch – aye; Mark Gluesing – abstain; Motion passed 2-0-2.

Upon a motion duly made by Mr. Zemel and seconded by Mr. Dornbusch, it was voted to adjourn at 8:26 p.m. Felix Zemel – aye; Haril Pandya – aye; Steve Dornbusch – aye; Mark Gluesing – aye; Motion passed 4-0-0.

***Next Public Meeting – September 8, 2025 at 7:30pm***