

Historic District Commission

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City of Rochester
HISTORIC DISTRICT COMMISSION
Wednesday, March 13, 2013 at 7:00 p.m.
(Minutes approved on April 10, 2013)

Members Present

Nel Sylvain, Chair
Molly Meulenbroek, V. Chair
Martha Wingate
Nancy Dibble
Peter Bruckner
Marilyn Jones
Sandra Keans, Council Representative

Members Absent

Brian Albertelli, alternate
Donna Claveau, alternate

Others present

Mike Provost, Main Street Program
James Campbell, Chief Planner
Rick Lundborn

I. Call to Order. The meeting was called to order at 7 p.m.

II. Approval of HDC minutes from February 13, 2013

The minutes were approved.

III. Application for Certificate of Approval for expanding the drive up canopy by 1 additional lane, and related moving of HVAC and ATM. Profile Bank,
57 Wakefield Street, Map 120 Lot 420 & 423, B-1, 2013

Rick Lundborn from Norway Plains Associates, Inc. introduced the project to the Commission. He stated that the drive-up canopy would be renovated to add another lane, the HVAC system would be moved to the roof, and the ATM machine would be moved to the side of the building.

The Chair asked the members if they had any comments or concerns.

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Ms. Jones asked if the HVAC system would be screened from view and Mr. Lundborn said it would be. There were no further comments.

A motion to approve was made by Mr. Bruckner and seconded by Ms. Jones. The motion passed unanimously.

IV. Application for Certificate of Approval for sign. Middlebrook Enterprises, LLC, DBA Grammy & Grampy's Gift Baskets, 18 No Main Street, Map 121 Lot 11 B-1 2013.

Mr. Middlebrook introduced the application to the Commission. He stated his sign would be white with red lettering to match an existing sign currently on the building for another tenant.

Ms. Meulenbroek stated that she would prefer the sign not have a white background but since it matches the existing sign it does keep it balanced.

Mr. Middlebrook also stated that he would be installing two more lights for the sign that will match the existing lighting already on the building.

The Commission members agreed that the new lighting has to match the existing.

A motion was made by Ms. Jones and seconded by Mr. Bruckner to approve the sign and lighting with the condition that the additional lighting match the existing lighting. The motion passed unanimously.

V. Application for Certificate of Approval for sign. Jason Scott, Hobo's Tattoo Shop, LLC, 87 No Main Street, Map 121 Lot 368 B-1 2013.

The application was introduced by Jason Scott and he stated that the sign will be a re-facing of an existing sign that used to belong to a previous tenant. He is having it hand-painted and he showed an example of what it will look like.

The HDC members were all in agreement that it looked good and thanked the applicant for having a good application package.

A motion was made by Ms. Jones and seconded by Ms. Dibble to approve the design as presented. The motion passed unanimously.

VI. Application for Certificate of Approval for sign. Smoke & Spirits Downtown Cigar Bar LLC, 38 No Main Street, Map 121 Lot 14 B-1 2013.

The applicants introduced the application for their new signs. In addition, they stated that they wanted to also add lighting in addition to the existing.

The Commission members were in agreement that the additional lighting should match the existing goose-necked lighting.

A motion was made by Mr. Sylvain and seconded by Ms. Keans to approve the sign designs as presented with the condition that the new lighting would need to match the existing goose-neck lighting. The motion passed unanimously.

VII. Application for Certificate of Approval for sign and paint. Scenic Theater,
Peter Ejarque, 12 No Main Street, Map 120 Lot 10 B-1 2013.

Mr. Ejarque introduced the application for the sign and the painting of the front façade. He stated that the sign will be white and red. He stated that he would eventually be putting this sign on the back of the building and another sign, not part of this application, would be a black background with red lettering.

The Board first discussed the sign.

Mr. Sylvain stated that he would like to see the sign in this application have a black background with red lettering. After some discussion, it was further stated that the mask and lights that are on the sign should be gold lettering.

Mr. Ejarque stated that, as suggested by the HDC, he would make the lettering on the sign be script letters.

A motion was made by Mr. Bruckner and seconded by Ms. Jones to approve the sign with a black background, red lettering, and gold mask/lights with the condition that the script lettering be approved by the Chief Planner and that there is no lighting for the sign at this time. The motion passed unanimously.

The HDC next discussed the paint colors for the front of the building and the trim. The applicant showed samples of green for the façade and stated he was looking at a brown for the trim (no sample of the brown was provided).

The HDC members looked over the green samples and settled on the color “Greenbelt” by Sherwin Williams.

The HDC stated that they would like the applicant to come back to the next meeting with samples of the green and the color for the trim.

A motion was made by Mr. Sylvain and seconded by Ms. Keans to table the application until the April 10, 2013 meeting. The motion passed unanimously.

VIII. Other Business/Non-scheduled Items

- a) Sign Ordinance – Discussion
- b) Annual meeting with Main Street, REDC and Chamber of Commerce

The members agreed to discuss the sign ordinance at their next meeting.

Mr. Provost gave the HDC an update on the happenings with the Main Street Program. He said there were many good things happening and more businesses are moving to Rochester. He also stated that he has begun meeting with business owners regarding their applications to the HDC.

Mr. Provost went on to say that the Department of Public Works has done a much better job at being responsive to the issues in the downtown and it has helped a lot. He said that the Public Safety Committee has been approached to inform them that the crosswalks are not well marked and therefore not well used. He said the push buttons for pedestrian crossings is helpful but there

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should be better signage for it. In addition, it would be helpful to have some pedestrian signs for people to use the crosswalks.

Mr. Provost let the HDC know that the City is embarking on a “branding” process to figure out how Rochester should brand itself. This would give the City, businesses, the Chamber, etc, a coherent message. A company called the Glen Group has been selected and there is a twelve (12) member Steering Committee formed to help guide the process. He further stated that this will be a very public process.

Rick Lundborn was present for the REDC. He stated that things seem a lot more positive lately and he has not heard anything negative from anyone regarding the HDC (not since the dust up with the Historic District Ordinance rewrite).

Mr. Lundborn said that the REDC is looking to expand the Economic Revitalization Zones (ERZs) in the City. The City will need to apply to DRED and will need letters of support and they would like to get one from the HDC. They will need to come up with a cohesive plan.

There was nobody in attendance for the Chamber.

IX. Adjournment

A motion was made by Mr. Bruckner and seconded by Ms. Wingate to adjourn at 8:35 PM. The motion passed unanimously.

Respectfully submitted,

James B. Campbell
Chief Planner