



Historic & Architectural Review Board

Meeting
November 22, 2016 4:30 P.M.

I. Call to Order

Steve Gifford: Welcome everyone, this is the City of Greensburg Historic and Architectural Review Board for Tuesday November 22, 2016.

II. Roll Call

Steve Gifford: Amy, can we have a roll call attendance please?

PRESENT:

STEVE GIFFORD, CHAIRMAN
BARBARA JONES, VICE CHAIRMAN
BARBARA CIAMPINI, DIRECTOR
LYNN ARMBRUST
LEE CALISTI, SECRETARY
JACKIE JOHNS

ABSENT:

LOU DEROSE, SOLICITOR
MARC SCURCI

III. Approval of October 25, 2016 Meeting Minutes

Steve Gifford: Next item on the agenda is the approval of the October 25, 2016 meeting minutes, which we received via email. Any comments? Corrections? Can I have a motion to approve the meeting minutes as they are presented?

Barbara Jones: I'll make that motion.

Steve Gifford: Can I have a second?

Lynn Armbrust: I'll second.

Steve Gifford: All in favor?

Everyone: Aye.

Steve Gifford: Any opposed? Abstentions? Meeting minutes adopted.

IV. OLD BUSINESS:

239 West Otterman Street
Property Owner: Josh Dronzek
Applicant: GreySignal
Project: Façade

Steve Gifford: I don't see Josh here. I'm assuming that he wants it tabled, correct?

Barbara Ciampini: Yes, he wants it tabled.

Steve Gifford: Okay, then can I have a motion to table?

Lee Calisti: So moved.

Steve Gifford: Can I have a second?

Barbara Ciampini: Second.

Steve Gifford: All in favor?

Everyone: Aye.

Steve Gifford: Any opposed? Tabling the project until next month. Amy, can you show that Jackie is here today.

31 East Otterman Street
Property Owner: Geoffrey Geier
Applicant: GuangQin Chen
Project: Signage

Bob Gonze: Bob Gonze, Blue Sky Sign Company. I'm here to present on behalf of GuangQin Chen, who also signs her emails as—

Barbara Ciampini: Is your microphone on? She's not picking it up.

Bob Gonze: You missed all the good stuff.

Barbara Ciampini: Thank you, Bob.

Steve Gifford: You can begin where you left off.

Bob Gonze: Anyway, we're presenting *Foot Spa* as presented here. We're presenting two (2) signs; one (1) is the colored sign over an existing frame work, so it's set off from the building about an inch. There is a wood frame there you can see on the right hand side above the "For Rent" sign there, just below the metal railing. There was an older painted wood frame, and we decided to use that to let the sign stand out away from the building so that it wasn't flush. Originally, she had asked for bright red printing on a white background. My design team looked at the building and convinced her to go to something a little different that would fit the building a little better, we thought, and so it's going to be a dibond aluminum sign with full color printed vinyl on the face and then attach the frame that stands off from the building a little bit. The second sign is just cut white vinyl that's going to be on the front window, that's going to have the *Oriental Health* and the telephone number. At the time we did this proof, we didn't have a phone number; she didn't have a phone number, but eventually she will. So those are the two (2) signs we are presenting.

Barbara Ciampini: Very nice. Did she consider a projecting sign since she is on a one (1) way street?

Bob Gonze: We've asked her about that, and it wasn't in her budget. She wanted something very cost effective, and so we had no success there.

Barbara Ciampini: Okay.

Steve Gifford: Any questions or comments?

Lee Calisti: Is she a tenant?

Bob Gonze: Yes.

Lee Calisti: Okay. I was just going to suggest, can we get the building owner to paint the railing?

Barbara Ciampini: Someone can do it.

Lee Calisti: Otherwise I like it, Bob.

Steve Gifford: So, Lee, is that a motion to recommend approval?

Lee Calisti: It is. It is a motion.

Steve Gifford: Can I have a second?

Barbara Jones: I'll second it.

Steve Gifford: All in favor?

Everyone: Aye.

Steve Gifford: Any opposed? Abstained? We recommend approval to Mayor and Council.

Bob Gonze: Thank you very much.

Lee Calisti: Thanks Bob.

534 West Otterman Street

Property Owner: Cassandra Pfaff

Applicant: Donald J Lettrich

Project: Façade

Steve Gifford: So, the next item on the agenda is 534 West Otterman Street. Don, do you want to come up and introduce yourself and describe your project. Let me know when you want me to advance the slides.

Donald Lettrich: My name is Don Lettrich. I'm the architect for the project. I'm really in a way representing the future tenant—the future buyer for the building, but the owner is asking for the permits. On the site plan, all of the new work, other than painting the bottom floor on the street façade, is on the side of the building. There is a five (5) foot wide walkway next to a stepped retaining wall. On the left side that says North Spring Street that's the side elevation, which is in a drawing form which we'll get to in a minute. The next one (1) is phot one (1), which is right after you pass the building on the corner of Spring Street and you're looking at the work, but all of the new work is totally hidden behind landscaping and the retaining wall. So until you move all the way up to where the driveway is into the parking lot, you can't see the side of the building and that's where the new work is—we're really installing a new window where the old door was way in the back on the left hand side corner. The door is relocated to get into a corner; it's a three (3) foot door. Both of these are below the retaining wall, and then two (2) windows that match a window on the second floor. We can go to the next slide. The colors are as close as I can get and it keeps changing, but it's the same window color, same window trim color, same siding color, same brick color. No changes. You can see here, it's a step retaining wall. The far window and the far door you can't really see with the retaining wall. If you get in the right place you can spot it. The next two (2) are the windows, which match the window almost directly above it. One (1) of them is about a third block, the other one (1) you can see the whole window. Next. Here's the first shot as you're coming up to the intersection and you can see with the retaining and the landscaping, you can't see the side of the building and the work. Next slide. This is the existing building. There are no windows, and you can't see the doors on the side. The façade on the front stays the same, but we have to do some repaint work on the bottom. Repaint that door that's on

the far end to match the other paint colors; they'll be exactly the same paint colors. Next slide. Now this is the new work, and actually was shopped a little bit so that you can actually see where the door is behind that wall, and then you can see the new door and the two (2) new windows, and they match the fourth window in; the half way height window. It will be the same colors, same trim, same everything. We're not asking for anything on the signage at this time. Until he purchases the building, he doesn't want to do anything on the signage. He's got some graphics in mind, but that will come through later. So really all we're asking for now is the façade improvements to put these windows on the side with no change except touching up the paint on the front.

Steve Gifford: Okay, very well. Any comments or questions from members of the board?

Lee Calisti: No, I think this image explains it best.

Barbara Ciampini: Yes.

Barbara Jones: And those windows that you are putting on the side, were they there?

Donald Lettrich: No, they're brand new.

Barbara Jones: So that brings in some light.

Donald Lettrich: From what we can tell from the old drawings, behind that aluminum or vinyl siding is a 12 inch masonry wall, but until we buy it I can't punch a hole in the wall to find out what it's really made out of. It could be stud and siding, but it doesn't matter it's still going to look the same. The doctor's office is where the two (2) windows are, would be almost about it.

Barbara Ciampini: They want some light, yes.

Steve Gifford: Can I have a motion—I think we understand the project, can I have a motion to recommend approval?

Barbara Ciampini: I'll make that motion.

Steve Gifford: Can I have a second?

Barbara Jones: I'll second it.

Steve Gifford: All in favor:

Everyone: Aye.

Steve Gifford: Any abstentions? We recommend approval. Thanks, Don.

Lee Calisti: Thanks, Don.

309 South Maple Avenue
Property Owner: Jon Amundson
Applicant: Jon Amundson
Project: Signage

Steve Gifford: 309 South Maple. Jon, do you want to come up? How are you doing?

Jon Amundson: Good, and you?

Steve Gifford: I'm doing well. You can go ahead and describe your proposal.

Jon Amundson: It's for a signcade in the front of the building for the sidewalk. In working with Bob Gonze at *Blue Sky Sign Company*, we decided that this one (1) would probably be the most durable and can be filled with sand. The signs are interchangeable. It's just a standard sandwich board.

Steve Gifford: So the base of the sign will be a moveable copy, script, what do you guys have proposed?

Jon Amundson: It's a chalkboard.

Steve Gifford: A chalkboard. Okay, so you'll be writing a message each day, or whenever you change the message.

Jon Amundson: Correct.

Steve Gifford: Okay.

Barbara Ciampini: That's a cool idea.

Steve Gifford: Any questions?

Barbara Jones: What is the building that it's in front of?

Jon Amundson: 309 South Maple Ave, Spa 309.

Barbara Ciampini: Spa 309. Remember Jon was here?

Barbara Jones: Okay.

Lee Calisti: You're getting a new sidewalk, right?

Jon Amundson: Yes.

Steve Gifford: Any other questions or comments from members of the board?

Jon Amundson: Can I ask you a question as well?

Steve Gifford: Go ahead.

Jon Amundson: The signs—the projecting sign off of 309 Maple, there's too much wind going through there. It has ripped off from the building, fallen once and the sign was destroyed. \$600 later I have a new sign, and it was hanging by a thread from the storm over this weekend. I'd like to just propose that I put it flush on the building right where the projection was.

Barbara Ciampini: Yes, if it's not working for you there.

Jon Amundson: It isn't. As a matter of fact, the other guys' soffit and fascia blew off last weekend.

Barbara Ciampini: There must be like a weird wind tunnel through there.

Steve Gifford: Yes, okay. I mean there's—

Barbara Ciampini: We gave approval for the sign. It's a projecting sign, but it's fine he can change it.

Steve Gifford: Okay, good enough. Then can we have a motion to recommend approval for the sandwich board?

Barbara Ciampini: I'll make the motion.

Steve Gifford: Can I have a second?

Jackie Johns: I'll second.

Steve Gifford: Jackie with the second. All in favor?

Everyone: Aye.

Steve Gifford: We recommend approval.

Jon Amundson: Thank you.

Barbara Ciampini: Thanks, Jon.

Lee Calisti: One (1) comment. Get someone with nice handwriting.

****Laughter from the board members****

100 South Pennsylvania Avenue
Property Owner: Greg Moore & Larry Becker
Applicant: Paul Barron
Project: Signage

Steve Gifford: Paul?

Paul Barron: Yes.

Steve Gifford: So, introduce yourself and describe your project.

Paul Barron: I'm Paul Barron. I'm going to request that we get some decals on our door if possible at 100 South Pennsylvania. It was the old *Katwalk* building, and the owners are going to replace the windows, so all we're requesting now is some decals on the front doors with our logo and the times that we're open.

Steve Gifford: So we have projected up there the *Cupcake Shoppe* logo. So from the description, it's just going to be the circle and the name?

Paul Barron: Yes. I have the—the owner's company actually put something together. I didn't have the right—

Steve Gifford: Oh, yes.

Paul Barron: We just threw that together real quick, but they did that for us today. The dimensions are there. We're not going to put any other decals on the other windows, because they're going to be replacing those since they are cracked. All of the windows are cracked.

Barbara Ciampini: Are they?

Paul Barron: So just the front doors for now. So we're going to remove the decals that are on there now, which is the *Katwalk* shoe. We should be moving in in January, so we're just putting that on there so people know that we are moving there.

Steve Gifford: You can put a banner in the window, right Barb?

Barbara Ciampini: Yes, we can give you a temporary banner that you don't have to get approval to do.

Paul Barron: Yes, we don't want to put any of the decals on the windows when they will be replacing them in the spring.

Barbara Ciampini: Yes, that's a smart.

Steve Gifford: The public keeps asking what is going on.

Barbara Ciampini: Yes, even if you want to put something on the Pittsburgh Street side.

Paul Barron: Yes.

Barbara Ciampini: You can put a temporary banner there too.

Paul Barron: Okay, on the inside or the outside?

Steve Gifford: Inside.

Barbara Ciampini: You're going to need something. Either way.

Steve Gifford: Inside would be better.

Lee Calisti: Well depending on the weather, you may want to think about that.

Paul Barron: Yes, that's why we have to get these guys over there before the weather starts to change.

Lee Calisti: But if you put a banner outside—we've had people put banners outside, and with the weather I don't know if that's going to blow away.

Paul Barron: We'll probably put it inside.

Barbara Ciampini: We can give you a permit for temporary banners in the office.

Paul Barron: Okay.

Barbara Ciampini: We issue them right away.

Paul Barron: Okay, thank you.

Steve Gifford: So we understand the project, can I have a recommendation to approve the project?

Lee Calisti: I'll make a motion.

Steve Gifford: Lee. Can I have a second?

Lynn Armbrust: I'll second.

Steve Gifford: Lynn with a second. All in favor?

Everyone: Aye.

Steve Gifford: Alright, we recommend approval.

Barbara Ciampini: Thanks, Paul. I didn't announce this, but this board is just a recommending body, so all of our recommendations go to City Council and that will happen on December 12th. Any time after the 12th you can put your signs up, or whatever it is that you're doing if you have the proper permits.

Paul Barron: Okay, thank you.

5 North Maple Avenue
Property Owner: Terri Faye
Applicant: Unity Printing Co.
Project: Signage

Steve Gifford: Okay, our last project, Lisa? How are you doing today?

Lisa Frederick: Good, and you?

Steve Gifford: Very well.

Lisa Frederick: So we would like to propose—we're so glad to be a part of Downtown Greensburg now. We're at 5 North Maple, and people are having trouble finding us. So, we wanted to propose two (2) different signs, which are here; that's obviously before we leased the building. We wanted to have *Unity Printing* and *Palace Printer* together. It would be a hanging sign from up at the top there, and then the second sign would be right underneath the five (5). With that mailbox there it doesn't look too attractive, but I'm going to try and work with the post office to get that moved a little bit and then we could have the sign displaying, again, the two (2) companies' names and all of the item that we do offer.

Barbara Ciampini: Lisa, for the record, can you state your name so we can get it for the record?

Lisa Frederick: Oh, I apologize. Lisa Frederick from *Unity Printing*.

Barbara Ciampini: Okay, thanks. And then can we go to the one (1) that has the longer one (1) in the front? How's that attached?

Lisa Frederick: Well, on the other side of the building there—our building owner Terri Faye, had had a sign attached with some eyehooks.

Barbara Ciampini: Okay.

Lisa Frederick: So, she actually suggested to us to do it in the same fashion. Her eyehooks are still existing, but she's taken down her sign. I don't know when that happened, but that's how she suggested for us to do that. I'm going by the building owner's wishes with that.

Lee Calisti: Is there a sign hanging there now?

Lisa Frederick: No, what we have in the windows are the four (4) kind of transom windows. We have a logo; *Unity Printing, Palace Printer, Unity Printing, Palace Printer* on the inside, and people can't find us. They're having a little bit of difficulty.

Barbara Ciampini: Would Terri consider letting you put a projecting sign on the building, maybe on the corner?

Lisa Frederick: Where the five (5) is, you mean?

Barbara Ciampini: No, the other corner; Pittsburgh Street.

Lisa Frederick: Well, she's still in that office now, so she's there and we have a law firm in between us at number three (3) there, and they have a sign there. You can't see it in this picture, it's very vague.

Barbara Ciampini: Oh, okay. Yes, you're right.

Lisa Frederick: So, we don't want to confuse people and they try and enter the law firm, and she's not in her office all of the time so we don't want people thinking that we're closed or something.

Barbara Ciampini: Yes, that makes sense. I was just trying to get you some help.

Lisa Frederick: Thank you, we appreciate that very much.

Barbara Ciampini: Help on Pittsburgh Street.

Lee Calisti: Is there enough room under that sign that it's not going to be a nuisance?

Lisa Frederick: It will be fine, because the door—there's enough of an elevation that we'll be able to get in okay.

Steve Gifford: Okay, I think the distance is eight (8) feet from the sidewalk to the bottom of the sign. That's the only issue that you would have to be careful of; you would have to make sure of where—and then I think we made the statement earlier, but with this sign, it's not going to be flush mount will it? It will be standoff and relief from the building?

Lisa Frederick: We're a little flexible with that. We were going to do flush mount, but if for some reason you don't want it to be that way we can definitely have it standoff.

Lee Calisti: We just find that signs that are flush mount appear more temporary and less professional looking. It looks like you're not planning on staying around.

Lisa Frederick: Okay, I understand. So, we can do standoffs probably quarter inch—or I'm sorry, half inch, and we'll probably just do four (4) of them; one (1) in each corner.

Steve Gifford: Very good. Okay, any other questions or comments? Alright, I think we understand the project. Can I have a motion to recommend approval?

Barbara Jones: I'll make that motion.

Steve Gifford: Can I have a second?

Barbara Ciampini: I'll second.

Steve Gifford: All in favor?

Everyone: Aye.

Steve Gifford: Any opposed? Any abstentions? Thanks, Lisa.

Lisa Frederick: Thank you very much.

Barbara Ciampini: Welcome to Greensburg.

V. “Greensburg Street Banners” Presentation

Steve Gifford: Alright, so the last item we have on the agenda is—so for everybody that's on this side of the room that remembers; for everybody that's in the audience this is new. Our office coordinates the Downtown banners on the street poles; the Cultural District, the Shopping District, and it defines our two (2) experiences that people can have in town. We work with usually a student from Seton Hill's Graphic Design department to do a design proposal for us, because it is part of our Downtown just like you all had to go through the HARB review. We do the same thing here, so the members of the board are going to listen to a presentation by Darrah. So Darrah if you want to come up and introduce yourself. She is a senior getting ready to

graduate from Seton Hill that put together these design ideas. Go ahead and introduce yourself, describe the project, and how you came up with these concepts. You'll let me know and I'll go through each slide.

Darrah Resnick: Hi, my name is Darrah Resnick. I'm a Studio Art and Graphic Design major at Seton Hill. I'll be graduating in two (2) weeks.

Barbara Ciampini: Wow.

Darrah Resnick: For this project, because I've been seeing the street banners basically since I was a child. So I'm proposing a different—a slightly different style than what they are currently. So my inspirations, I wanted to talk a little bit about how I came to the topic for these designs; we're focusing on the arts and culture of Greensburg and also the unique shopping opportunities local within the town, and also the vast array of different experiences and things to do within the town as well. The first ones that I'll show you are for the Shopping District, and I have three (3) designs for that; this being the first design. The bottom white space would allow for advertisements. They are like that currently, so that's a nice large space. You have the printed out versions of them too that might be easier to see, and you can hold them. I focused on the different types of retail shops in the area. For this specific design I did purses and handbags for the small little boutique shops in the area. For the next one (1), since we have so many cafés and small little eateries that also promote Greensburg and the locals that come into the town, I did sort of a set up for this with coffee and pastries.

Barbara Ciampini: And cupcakes. The *Cupcake Shoppe* is right behind you.

****Laughter from board and audience members****

Darrah Resnick: And then I also focused on jewelry, as well. We do have some pretty unique jewelry stores, and I know people come from pretty far away to go to certain stores in town for custom made jewelry. So then these are my designs for the Cultural District, and what I wanted to focus on was the entertainment that brings visitors into the town, being *The Palace*, the museum, and different things to do that really promote Greensburg. I started off with music; I have a guitar here. And then also theater, so I did the iconic "happy/sad masks" as well; even Seton Hill's theater department brings a lot of people into the town too.

Steve Gifford: We have *Stage Right* as well.

Barbara Ciampini: Yes.

Darrah Resnick: And then I focused on art too, because we have the museum and all of the different ways to promote visual arts throughout the town as well. What I did too, so you could see a more realistic way to view these was put them in mock ups around town. I have a few

samples of what they would like if they were hanging in front of the *Supper Club* or a street corner. You can also get a view of how the advertisement at the bottom would look as well.

Steve Gifford: Any questions or comments from the board?

Barbara Jones: Are the same size as the ones that are there now? Are they the standard size?

Darrah Resnick: Yes, they are the same exact size.

Barbara Ciampini: We can use the same brackets that are there now.

Barbara Jones: Yes.

Barbara Ciampini: Very concise and informative presentation.

Darrah Resnick: Thank you.

Steve Gifford: Any other questions or comments?

Lee Calisti: I think the graphics are sharp.

Barbara Ciampini: The graphics are cool.

Lynn Armbrust: They read well. You don't have to even read anything below it.

Lee Calisti: Yes, they read well.

Lynn Armbrust: It says the message in a glance.

Lee Calisti: Good font.

Steve Gifford: I thought it was a very—for anybody that's traveling other parts of the country that have these community banners, sometimes they are very generic or common; they use common artwork. So I thought Darrah did a very good job of putting together a design that was very unique and visually interesting for Downtown Greensburg. Very well. Alright Darrah, thanks.

Darrah Resnick: Thank you.

Lee Calisti: Thanks.

Steve Gifford: So, we had a second student who also put together a presentation, but unfortunately he has to work at 4:30 for the University possibly, so he wasn't able to be here. I'll

go ahead and review his design proposal so that we have a compare and contrast. Aaron did the same thing. He was assigned to look at the Cultural District, Shopping District, to think about Greensburg in a way that people can have those experiences and visually put it on a banner. So, he came up with this concept of paint splattered on it. If you remember the very first style that we approved was an abstract art; very vibrant, very active, and expressive. The second was a very abstract representation of a theatrical mirror, a makeup mirror. He was just putting together different ideas of what he thought communicated the Cultural District, the Shopping District—this was a singer of course. Then, he was also pushing the boundaries by coming up with designs that were very colorful, very abstract and thinking about having that and how that would relate to Greensburg as well. Of course dining, I think he photo—Darrah, would you say that's Photoshopped? Where he took a photo and altered it?

Darrah Resnick: Yes, I think so. I think he took a photograph, and Photoshopped the photograph.

Steve Gifford: Correct. So, his final design ideas that he proposed would have a configuration of the Shopping District; the image where he graphically alters it with the sponsorship being at the bottom. The second being what you can buy at *Lapels*, a men's belt. Then, he did a different version of a female singer, than his first proposal. And then the last one (1) is just record labels, or records, that are available in town to communicate music. Any questions? Comments? So of course for this project we don't really take an up/down vote. We'll go ahead and talk about that outside of this meeting, and then we'll pick a design. Darrah, good job, and since she is graduating, if anybody knows of any positions available she would be receptive to having a conversation, right? She works at the museum, as well. Alright, that finishes our agenda for the evening. Thanks for coming, and have a good Thanksgiving everybody. I don't think there's anything else we need to cover, right?

Barbara Ciampini: No, I make a motion we adjourn.

Steve Gifford: Second?

Lynn Armbrust: I'll second.

Steve Gifford: Meeting adjourned.

Meeting adjourned at 5:00pm.