

**Non- Residential Design Review Committee Meeting Minutes
March 14, 2014**

The Bethany Beach Non-Residential Design Review Committee (NRDRC) held a meeting on Friday, March 14, 2014 at 2:00 p.m. in the Town Council Meeting Room, 214 Garfield Parkway, Bethany Beach, DE.

Members present: Lew Killmer, who presided; Jim Weisgerber; Faith Denault; John Hendrickson; Susan Frederick, Building Inspector

Also present: Kathy Dryden, applicant for proposed new window signs and a new awning sign for "Ocean Treasure"; Nathalie Fernandes, Receptionist; and interested members of the public.

Call to Order

Mr. Killmer called the meeting to order at 1:58 p.m.

Approval of the Agenda

Ms. Denault made a motion to approve the agenda. Mr. Hendrickson seconded the motion and it was unanimously approved.

New Business

The purpose of the meeting is to discuss and vote on an application submitted by Ms. Kathy Dryden, tenant and owner at 115 Garfield Parkway "Ocean Treasures," for new window signs and a additional awning signage for property located at Lot 15, Block 105, in the C-1 Commercial Zoning District, Bethany Beach, DE.

Mr. Killmer noted that Ms. Dryden has submitted a proposed signage for the former bakery location, which she also owned. Ms. Dryden explained that "Ocean Treasures" would be a retail store for beach chairs and umbrellas. She mentioned that the chairs and umbrellas had been sold at "Sandy Toz," another business of hers, prior to her adding "Sandy Paws" last year. Mr. Killmer pointed out that the other store, "Shore Foods," also owned by Ms. Dryden, would continue in its existing location.

Mr. Killmer asked Ms. Dryden if there will be a new awning put in place for the new sign. Ms. Dryden responded that the sign would be added onto the existing awning. Ms. Frederick wanted to clarify if the existing placement of "Shore Foods" would be moved from its current location on the awning and Ms. Dryden replied that it would not be changed.

The store is set back from the street in a corner, which is a condition that permits signage on awnings according to the Bethany Beach Sign Ordinance. Mr. Killmer stated that there are two different ways to approach the sizing for the "Ocean Treasures" sign; if the size of the sign is based only on the area of the awning that is over the smaller tenant space, approximately 46.62 square feet, then the maximum awning signage permitted would be 11.66 square feet and the awning signage proposed is too large and would not comply with the Town's Sign Ordinance requirements.

If the size of the awning signage is based upon the assumption that it is a single business, with the existing awning area of 240 square feet, then a total of 60 square feet of awning signage would be permitted and the proposed awning sign would conform to the Sign Ordinance requirements.

Mr. Hendrickson questioned how the measurements were determined and if the numbers that are being used because it is an existing awning. Mr. Weisgerber also questioned if the measurement was done on the signage or the building. Ms. Frederick explained that it was measured from the awning and the storefront.

Ms. Denault commented that if it were to be the same size as “Shore Foods,” it would look unbalanced. Mr. Killmer advised Ms. Dryden that she might not like it if the two awning signs were the same size. Ms. Dryden expressed her concern that people would not be able to find the store and would not see the sign if it were smaller because the store is located off the street and in a corner. Mr. Killmer stated that people would still be able to find it if the awning sign was not as big as what was proposed.

Ms. Denault questioned if “Shore Foods” could be painted over and re positioned. Ms. Dryden replied that a new awning would have to be purchased. Mr. Killmer pointed out that it is a separate business, so the sign should be different.

Mr. Killmer stated that it is too big of a sign for that space.

Mr. Hendrickson wanted to clarify if it meets the ordinance. Mr. Killmer explained that it does if the stores are considered as one business.

Ms. Denault mentioned that it would not be aesthetically pleasing, but she understands Ms. Dryden’s concern that the other stores on Garfield Parkway have their signs on the street.

Ms. Dryden stated that she would be willing to bring the size down a little. Mr. Weisgerber suggested that the Committee members and Ms. Dryden find an appropriate size somewhere in between 11.66 and 24.48 square feet because, although “Shore Foods” and “Ocean Treasures” have one owner, they are two separate businesses, and it would be more aesthetically pleasing. Mr. Killmer agreed that they should compromise in making the sign smaller.

Mr. Hendrickson mentioned that the two different sizes, 24.48 and 11.66 square feet, are quite far apart. Mr. Weisgerber questioned since the signs do not fit the ordinance but the Committee members would like to allow for the sign, would they be able to go ahead with it. Mr. Killmer stated that the issue would then have to be taken to the Board of Adjustment since the applicant would need to obtain a variance from the Board of Adjustment.

After some discussion, Ms. Dryden stated that she would reduce the proposed awning signage to 15 square feet. Mr. Hendrickson suggested 16 square feet. Mr. Weisgerber agreed with the suggested size given by Mr. Hendrickson.

Mr. Killmer stated that Ms. Dryden has a unique circumstance that benefits her. By reducing the

size of the new sign for “Ocean Treasures,” it would be accommodating both the businesses as well as the improving the aesthetics. He noted that it should look a lot better with the new size. Ms. Frederick agreed that it would work, and if Ms. Dryden were to rent out the space later on, the new tenant would be required to adhere to the maximum size of 11.6 square feet.

Mr. Killmer asked Ms. Dryden if she agreed with the new size and she agreed.

Mr. Hendrickson motioned to approve the new size of 16 square feet with the submitted plans. Mr. Weisgerber seconded the motion and it was unanimously approved.

The applicant was also requesting signage for the storefront windows as well as the entrance door to the business. The vinyl lettering for the door and the store front window comply with the requirements of the Sign Ordinance and the Non-Residential Design Guidelines and were unanimously approved by the NRDRRC committee.

Ms. Dryden wanted to clarify if she would have to resubmit the plans to the Non-Residential Design Review Committee. Ms. Frederick explained that it would only be necessary to submit the new dimensions for the sign permit, not for another Committee meeting. Mr. Killmer assured Ms. Dryden that once she submits the new dimensions that there will be no hold up.

Approval of Minutes from the Meeting held February 21, 2014

At the February 21, 2014, two committee members, Mr. Hendrickson and Ms. Denault, were not present. Due to Mr. Weisgerber’s need to leave prior to adjournment, a quorum was not present to vote on approval of the minutes. Mr. Killmer stated the approval for the minutes would be moved to next meeting of the NRDRRC.

Motion to Adjourn

Ms. Denault made a motion to adjourn the meeting. Ms. Frederick seconded the motion and it was unanimously approved. The meeting was adjourned at 2:16 p.m.

Respectfully Submitted:

Nathalie Fernandes
Receptionist