

Minutes
Baltimore County Design Review Panel
October 11, 2023
Approved

Contents

Call to order and announcements

Review of today's agenda

Minutes of the September 13, 2023 meeting

Items for initial or continued discussion

1. 537 York Road, Towson DT District Commercial Signage Review

Adjournment of the Board meeting

Appendices

Appendix A

Agenda

Appendix B

Minutes – September 13, 2023 meeting, as approved

Minutes
Baltimore County Design Review Panel
October 11, 2023
Approved

Call to order

Design Review Panel (DRP) Chair Joe Ucciferro, called the regularly scheduled meeting of the Baltimore County DRP to order at 6:00 p.m.

The following panel members were:

Present

Mr. Joseph Ucciferro
Mr. James Stevens
Mr. Matt Renauld
Mr. Raj Sharma
Mr. Donald Kann
Mr. Om Khurjekar
Mr. Scott Walters

Not Present

Ms. Julie Soss
Ms. Kelly Ennis

County Staff present: Jenifer G. Nugent, Marta Kulchytska, and Brett M. Williams

Minutes of the September 13, 2023 Meeting

Mr. Donald Kann moved the acceptance of the September 13, 2023 draft minutes. The motion was seconded by Mr. James Stevens and passed by acclamation at 6:03 p.m.

The approved minutes are filed as Appendix B.

ITEM 1

PROJECT NAME: 537 York Road

DRP PROJECT #: 663

PROJECT TYPE: Towson DT Commercial Signage Review

PROJECT DESCRIPTION:

The presentation was given by Mr. Timothy Kotroco, of Kotroco & Associates, LLC. and Mr. Matthew T. Kotroco, Esquire, of Kotroco & Associates LLC.

The project proposal is for two signs for the 537 York Road building in Towson, MD. The building is located at the corner of York Road and Alleghany Avenue. The building has two doors, one on York Road and one on Alleghany Avenue. Originally there was a sign on the York Road façade, advertising Souris' Saloon and an awning on the Alleghany Avenue façade

The project proposed for the York Road façade to have a new 2' x 14' 7" internally illuminated red and white sign advertising "World of Wine". The sign will be positioned above the door and windows facing York Road. The Alleghany Avenue facade is proposed to have a black and white 2' x 13' sign reading "Socialize at Towson" and images of 4' tall "drink glasses" with internal illumination. This sign is to be located above the windows facing Allegheny Avenue.

SPEAKERS:

There were no registered speakers from the public.

DESIGN REVIEW PANEL COMMENTS:

Ms. Marta Kulchytska read the Department of Planning's Staff Report dated October 11, 2023.

Mr. Joseph Ucciferro opened the floor to panel members for discussion.

Mr. James Stevens indicated that the second signage option with the white lettering and red cocktail glass was the more appropriate design. He stated that the two-foot lettering should be reduced to 18 inches. He recommended that the cocktail glass in the Socialized sign and the wine bottle in the World of Wine sign should be reduced in size so the elevation is similar in height to the proposed lettering. He indicated that the single cocktail glass proposed at the center of the building's corner façade seemed appropriate. He complimented the awning design and its proposed lighting. Mr. Stevens stated that a reflected ceiling plan should be provided to understand the spacing of the downlighting. He also recommended to center or shift the Socialize sign closer to the front entrance.

Mr. Raj Sharma agreed with Mr. Stevens that the second signage option was more appropriate. He concurred that the scale of the signage should be reduced.

Mr. Matt Renauld concurred with Mr. Stevens that the second signage rendering is the more appropriate design. He stated that the canopy ledge width should be increased to complement the existing horizontal boards currently on the building. Mr. Renauld indicated that he would like to see lighting locations and quantity on the plan. He recommended eliminating the martini glass signage at the corner and reducing the proposal to two signs. He concurred that the Socialize signage over the main entrance should be

moved closer to the door and the applicant should consider removing the “at Towson” portion of the sign. Mr. Renault recommended removing the LED lights that are currently in the store’s front window.

Mr. Donald Kann supports reducing the signage lettering to 18 inches and removing the martini glass signage at the building’s corner. He stated that a clear rendering showing the exact signage with a straight on viewpoint elevation should be provided to demonstrate how the support system works and ensure mounting technique consistency.

Mr. Scott Walters concurred with reducing the signage lettering to 18 inches and that the Socialize sign should be shifted more towards the door stopping at the third window. He inquired if the canopy is wrapping the entire façade of the building. Mr. Walters recommended that signage should be limited to two signs removing the martini glass sign and not wrapping the canopy.

Mr. Om Khurjekar concurred with the previous comments stated by fellow panel members. He questioned the existing condition of the streetscape inquiring if outdoor seating will be provided, the approval process for outdoor seating, and if the green carpet on the existing sidewalk will be removed. Mr. Khurjekar stated that the signage seemed cluttered and recommended the applicant investigate increasing the spacing between the letters.

Mr. Joseph Ucciferro agreed with fellow panel member comments and had nothing additional.

DISPOSITION:

Mr. Donald made a motion to approve the project with conditions to be reviewed and approved administratively by the Department of Planning. The conditions were as follows:

1. The height of the signs should be reduced to 18 inches instead of 24 inches.
2. The applicant should investigate increasing the space between the letterings of the proposed signage.
3. Remove the LED lights that are currently in the store’s front windows.
4. That the proposed cocktail glass signage be removed from the corner building location.
5. Provide specific details of the signage to demonstrate that the mounting technique is similar for both signs.
6. Reposition the Socialize signage so that it is closer to the store entrance.
7. Provide specific details of the projecting ledge. The thickness of the ledge should be similar to the width of the existing horizontal boards that are currently on the building.
8. Provide details of the soffit lighting.
9. Provide details of the support system of the proposed canopy ledge to ensure that the details and straps occur in a uniform way.
10. The green carpets should be removed from the existing sidewalk areas.
11. The canopy ledge should continue to be wrapped around the entire building façade.

The motion was seconded by Mr. Om Khurjekar and approved by acclamation at 6:59 pm.

A motion to adjourn the meeting was made by Mr. Matt Renault and was seconded by Mr. James Stevens. The meeting adjourned at 7:00 pm.