

**OLD ORCHARD BEACH DESIGN REVIEW COMMITTEE  
REGULAR MEETING**

May 7, 2018 - 6:00 p.m.

Town Council Chambers

**Present:** Ray DeLeo, Kim Schwickrath, Frank Manduca, Christian Koenigs. **Absent:** Chair Don Comoletti, Mark Lindquist. **Staff Present:** Megan McLaughlin, Intern Griffin Kmon

**CALL TO ORDER: 6:02 PM**

**PLEDGE TO FLAG**

**Minutes: 4/2/18:**

Kim Schwickrath made a motion to accept the April 2, 2018 meeting minutes, seconded by Ray DeLeo.

All in favor.

**ITEM 1**

**Proposal: Locate a Free-Standing Sign along Old Orchard Street in the Historic Overlay District**

**Action: Discussion**

**Applicant: Old Orchard Beach Community Friendly Connection**

**Location: 1 Portland Ave, MBL: 205-2-1, DD1, HO**

Megan McLaughlin informed the Board Members that this proposal is to locate an electronic sign on the grass in front of Town Hall. In the ordinance under Design Review / Downtown Districts there is an exemption for municipal signs however this sign falls into the Historic Overlay. And under Historic Overlay it has a standard for signage and states that all proposed signage shall be visually linked to the scale size, materials and exterior lighting of the principle structure and of the surrounding structures within the district.

Tonight this meeting is just for discussion purposes to get the Boards thoughts then they will be bringing forward a formal application at the next meeting.

Ray DeLeo is concerned that this spot for the sign is too close to pedestrians walking by.

Pat Brown gave the Board some background.

The Community Friendly Connection is an organization that is an AARP Community Friendly Community for all ages and part of what they did is get a grant to do the survey that was distributed around town and they got the results of that survey. The results stated that 69.8% of the people in town find out about what's going on in town from the electronic sign.

The Committee wanted to go with a classic looking sign. This sign will be 40" off the ground. The size is 8' x 3'. It is made out of aluminum. Professionally embossed. There will be zero maintenance.

The Committee is applying for 2 grants and if they get both of them, they will be able to have "It's a Shore Thing" cut out so that it looks like the lettering will be illuminated. The color of the sign will be Gray. There can be 16 characters per line.

The events that would be on the signboards will be social events.

This will be a 3 pronged communication program:

- Sign
- Developing a 937-6611 number.
- The call in number will have a weekly message that is recorded by a CFC volunteer once a week.

There will also be a Facebook page with OOB events. The same information will be on the sign, the phone and Facebook.

This sign is programmable so it could be dimmed or shut on and off at certain times.

Pat Brown stated that there will be no obstruction visibility.

This sign will be all year round. The plowing of roads should have no issues.

Kim Schwickrath asked if they will be doing any landscaping (grasses or shrubs).

Pat Brown stated that they could do that.

The Committee is hoping to get their grant money in September and have the sign up and running by the end of October.

Megan McLaughlin stated that whatever the Board decides for a design for this sign is basically setting the standard for what they want for other signs to look like.

## **ITEM 2**

**Proposal: Future design review district locations and regulation**

**Action: Discussion**

At the last meeting the Board talked about some potential design standards for the Ocean Park / Saco Avenue gateway coming from the spur and ending at Heath Street.

Megan McLaughlin and Interim Griffin Kmon took the Board's recommendations and took our existing ordinance for Design Review and the performance standards for the downtown district and altered it and created a preliminary draft ordinance of what would be the Saco Avenue Overlay District.

With this ordinance we just stick to the process that we have now, add the overlay and once they finish all of the overlays, then they change the process at the end for all of them across the board.

Griffin Kmon mentioned that because it is distinctly different from the historic overlay, a lot of these things will be taken to the other gateway overlays as well. So it won't be that difficult in the future.

Griffin Kmon mentioned to incorporate something to encourage compatible building structures and aesthetics that align with a beachside community.

## **OTHER BUSINESS**

### **GOOD & WELFARE**

**ADJOURNMENT at 6:55 PM**

*I, Valdine Camire, Administrative Assistant to the Design Review Committee of the Town of Old Orchard Beach, do hereby certify that the foregoing document consisting of three pages (3) is a true copy of the original minutes of the Design Review Committee Meeting of May 7, 2018.*

*Valdine Camire*