

MIDDLETOWN TOWNSHIP  
LAND PLANNING SPECIAL COMMITTEE  
JUNE 26, 2017

Present: Scott Galloway, Dean Helm, Susan Powell  
Bruce Clark, Joe Damico Jr., Tom Comitta

Scott Galloway called the meeting to order at 6:00 PM.

Review of Proposed Amendment - B-2 Zoning District Signage - Promenade at Granite Run

Mr. Clark explained the existing sign provisions for the B2 district. Originally, the provision was designed for a mall, with stores located in the interior. This provision will no longer work with the new Promenade, as every business will have an outside entrance and require a sign. Therefore, the staff and Solicitor have been working with BET to amend the B2 ordinance, to provide a signage package for the Promenade.

Mr. Joe Riper reviewed the draft ordinance being presented for consideration. He explained the specific changes to the ordinance being presented, and also adding a definition to the term multi-purpose visual display sign. A multi-purpose visual display sign is a relatively new type of digital light emitting diodes (LED) sign, which creates images, characters and/or messages for both advertising and communication purposes. The sign revision would also include two size limitations: 75 square feet for a free standing or pylon sign, and 450 square feet maximum for a sign located on the side of the building.

For individual buildings with exterior signage, the size limitation will have two parts. First, the allowed signage space will be based on the square footage of the occupied space. That space will be limited to no more than 400 square feet for an individual sign. Second, if the occupant will have more than one sign, the total signage space combined cannot exceed the lesser of: 2000 square feet or 3% of their gross square floor space; or 100 square feet for an occupied space less than 3333 square feet.

In addition, a revision is also being requested for pylon signs at both the entrance on Baltimore Pike, and the entrance on Middletown Road. The pylon entrance signs will be limited to a total signage space of 700 square feet. Handouts were provided to the committee members for illustration purposes.

Scott Galloway asked what type of messages would be displayed on the pylon signs. Mr. Riper answered that the LED signs are intended to communicate those stores located within the Promenade. Mr. Galloway asked if the sign would have a lot of colors and if it would be constantly changing. He also expressed concerns with the brightness of the signs. Susan Powell mentioned that the township currently has an existing changing LED sign at the former We Buy Gold store on Baltimore Pike. Mr. Clark said the current electronic sign ordinance does include technical limitations on the frequency that an LED can change, and that there have been no ongoing issues with that particular sign.

Mr. Pete Clelland, speaking for BET, reviewed the proposed sign illustrations with council. The proposal includes three LED signs. The two pylon signs would replace the Granite Run Mall

marquee signs, and would be placed at the Middletown Road and Baltimore Pike entrances to the promenade. The pylon signs would include an LED screen at the top. The purpose of the changing LED sign is to present various sales promotions for individual stores or special events within the complex. A third sign would be placed on one building side, and would have the ability to stream high quality video. There will be a message on the screen that would change every 3 to 5 seconds. Both Mr. Galloway and Mr. Clark felt 3-5 seconds was not enough time for a message to be displayed.

Mr. Tom Comitta said he is agreeable with this newer type of sign, but had some issues with appearance. He expressed concern for the aesthetics of the proposed pylon signs, and asked if there was another way for stores to be recognized without the sign being crowded. He also felt this would be an opportunity for the Promenade at Granite Run to introduce branding with a special theme, color, or typeface. Susan Powell agreed with Mr. Comitta, saying the size of the signs seemed proportional, but the actual design of the pylon sign was aesthetically lacking. Mr. Clelland answered they are continuing to work on the branding and receiving feedback beginning with the lighting.

Mr. Galloway said he would like the Promenade to be successful, but continued to have concerns with the LED lighting. He asked for a recommendation of similar signs that he could go look at to have a better idea of what it would look like. He also inquired as to the requested time frame. Mr. Riper answered that he hoped to have revisions available for Council's review by the next meeting. Mr. Clark mentioned that he could provide more specific details proposed for the sign package to Council.

Mrs. Susan Powell asked if the 42 foot proposed pylon sign was equivalent in size to the current Granite Run Mall marquee sign, and that she would like to see a revision on the actual design of the sign. Mr. Damico also inquired about the specific size of the sign. Mr. Clelland answered that the proposed square footage of the sign would be under 700 square feet, but over the current 650 square feet code limitation; with the proposed dimensions to be approximately 20 feet by 42 feet high, not including the base. He further explained that the purpose of the sign was intended to promote the stores located within the inside of the Promenade, whose signs would not be clearly visible to passersby on the road.

Mr. Galloway said that Council will review the proposal and hope to have an answer by the next council meeting in two weeks. Additionally, Mr. Clark asked Mr. Riper to review the existing regulations on the standards of operation and illumination levels for electronic signs, as he felt it would be better to have a consistent standard.

Mr. Galloway adjourned the meeting at 6:40 PM.

Respectfully Submitted,



Kimberly Cahill, Recorder