

Submitted: March 14, 2018
Approved _____, 2018

**MINUTES OF THE CITY OF ROCKVILLE SIGN REVIEW BOARD
MEETING 01-2018
January 31, 2018**

The City of Rockville Sign Review Board convened in regular session in the Black Eyed Susan Conference Room at 9:00 a.m., January 31, 2018

Members Present: Ms. Ruth Hanessian
Mr. Jay Feinstein
Kim Nordheimer
Kristen Dean – Prospective Member

Staff Present: Deane Mellander, Zoning Administrator
Tamara Dietrich, Inspection Services Division
Kathleen Conway, City Clerk

Public Present: See Sign In Sheet

I. PUBLIC HEARING

SRB2018-00600 – 1380 Piccard Dr. – The Flats

This modification request is to install a temporary freestanding leasing sign adjacent to Interstate 270 in the rear of the property. The Board requested at the November 15, 2017 meeting that this applicant return with clarification on the ownership of the fence along I-270 that the banner was to be erected on. The original modification request was for an oversized banner sign to be installed on an existing fence. There was a question from the Board concerning the fence being on the applicant's property or the State of Maryland right of way.

The applicant has changed their modification request from a banner sign erected on the fence to a 72-square foot freestanding leasing sign. The proposed sign will be erected adjacent to Interstate 270 and is 17 feet above grade, which places it above the top of the fence for visibility. The sign is freestanding and not attached to the fence. The limit for sign height above grade is 12 feet, the applicant is requesting 17 feet. The size of the sign face is in compliance with the sign ordinance.

Discussion with Erica from The Flats requesting a leasing sign to be visible from 270. Mr. Feinstein commented on lease sign that was seen on permanent sign next to 270 and Ms. Hanessian questioned the height and size of the sign. Erica noted that the fence is obstructive even through the chain linked fence. Ms. Hanessian asked which would be

more important, the size or height? Erica advised both and proceeded to explain why size is important.

Ms. Hanessian moved to approve 72 square feet, Mr. Feinstein seconded. The motion was passed unanimously by 3-0 vote.

Ms. Hanessian moved to not approve height of 17 feet, Mr. Feinstein seconded. The motion was passed unanimously by 3-0 vote.

SRB2018-00602 – 895-C Rockville Pike, NASA Federal Credit Union

This modification request is to erect a white face channel letter sign. The shopping center's approved sign concept plan requires red faced channel letter signs.

NASA Federal Credit Union is relocating from 1592 B Rockville Pike to Wintergreen Shopping Center, 895 C Rockville Pike. All businesses in the shopping center have red channel lettered signs except Food Lion which was granted a sign modification (November 16, 2006 meeting) for a white channel lettered sign. The Board determined that Food Lion had a sizable set-back distance from Rockville Pike along with the elevation of the store being higher than the other stores in the shopping center were the reasons that white channel letters were granted for the grocery store.

Before discussion began with Jesika Evans of Kerley Signs, Ms. Nordheimer recused herself. Ms. Evans explained why white sign is branding and the need for it.

Mr. Feinstein moved to approve white instead red faced lettering, Ms. Hanessian seconded. The motion was passed unanimously by the following vote: Mr. Feinstein yes, Ms. Hanessian yes.

- II. MINUTES** – *Ms. Nordheimer moved, seconded by Mr. Feinstein to approve the Minutes for Meeting 05-2017. The motion passed by unanimous vote with corrections.*
- III. OLD BUSINESS** – None
- IV. NEW BUSINESS** – Ms. Elena Romero introduced herself as a new prospective member. Kathleen Conway staff member introduced herself and would like the Board to give accomplishments to be recognized on an annual basis. Discussion held regarding timeline for new sign ordinance and size of Sign Board from a three (3) member Board to five (5).
- V. ADJOURN** – Mr. Feinstein moved to adjourn meeting, Ms. Hanessian seconded. The motion passed unanimous. Meeting adjourned at 9:45 am.

The next meeting of the Sign Review Board is scheduled for Wednesday, March 14, 2018 at 9:00 AM in the Black Eyed Susan Conference Room, located on the 3rd floor of City Hall.