

Minutes
Baltimore County Design Review Panel
June 19, 2019
Approved

Contents

Call to order and announcements

Review of today's agenda

Minutes of the May 8, 2019 meeting

Items for initial or continued discussion

1. Towson Row, 100 West Susquehanna Avenue - Towson DT district.

Adjournment of the Board meeting

Appendices

Appendix A	Agenda
Appendix B	Minutes – May 8, 2019 meeting, as approved

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Call to order

Design Review Panel (DRP) Chairman, Mr. John DiMenna, called the regularly scheduled meeting of the Baltimore County DRP to order at 6:00 p.m. The following panel members were:

Present

Mr. John DiMenna
Ms. Kelly Ennis
Mr. Qutub Syed

Not Present

Ms. Nikki Brooks
Ms. Cecily Bedwell
Mr. Matt D'Amico
Mr. Donald Kann
Mr. Matt Renauld
Mr. Joseph Ucciferro

County staff present were: Jeff Mayhew, Jenifer Nugent, Marta Kulchytska, and Brett Williams.

Minutes of the May 8, 2019 Meeting

Mr. Qutub Syed moved the acceptance of the May 8, 2019 draft minutes. The motion was seconded by Ms. Kelly Ennis and passed by acclamation at 6:00 p.m.

The approved minutes are filed as Appendix B.

ITEM 1

PROJECT NAME: Towson Row, 100 West Susquehanna Avenue

DRP PROJECT #: 564d

PROJECT TYPE: Towson DT district

PROJECT DESCRIPTION:

The Towson Row 100 West Susquehanna Avenue project was presented by Mr. Christopher Mudd of Venable LLP and Mr. Andrew Graham of Apple Signs, Inc.

The project proposes two building identity signs: two sets of custom-fabricated UL-listed channel letters and logo element, text in the logo font, and text “TOWSON ROW” onto the exterior walls of the existing east and south corner of the Washington Avenue Garage. The proposed aesthetics are intended to assist in allowing patrons to connect the parking garage as an option for their visits to the main development. The goal of these two building identity signs is to “landmark” the Towson Row project and capitalize on the west and north looking views that will present the new logo in a vertical illuminated sign.

The project consists of the following:

- **Materials:** Aluminum, non-corrosive fasteners, paint finishes, either enamel coated or two-part poly-acrylic with base and clear coating.
- **Illumination:** LED illumination for energy conservation and consistent lighting in all temperatures, generated by G2G Anpro white LEDs for consistent, even lighting with low-energy consumption.
- **Letters:** Fabricated out of aluminum with computer-routed sign-grade acrylic faces and matching aluminum backs. The letters will be 5” deep and finished in black for depth, visual scale and even lighting. They will be individually mounted with a black aluminum sub-frame for mounting on the facade of the building over the existing glass mullion structure. On the other facade each letter will be individually mounted directly to the exterior wall with one penetration per letter for wiring.

DRP Chair, Mr. John DiMenna asked Ms. Jenifer Nugent to read the staff report. The following represents the summary of the Department’s staff report submitted to the DRP:

Staff Recommendations:

Staff recommends approval of signage materials. Staff also recommends approval of the proposed illumination subject to the following conditions and as required by the Design Review Panel:

1. Directional signs for parking, directories, and building-mounted signs shall be internally-illuminated.
2. Effort should be made to only illuminate the graphic surfaces, background, and letterforms of the sign, while limiting light spillover to other adjacent uses, buildings, pedestrians, and vehicles and to keep night sky light pollution to a minimum.

DESIGN REVIEW PANEL COMMENTS:

Mr. John DiMenna, DRP Chairman, opened up the floor to the panel members for discussion.

Ms. Kelly Ennis asked if there will be any other proposed improvements to the garage besides the proposed signage.

Mr. Chris Mudd answered that developer did not plan any real physical improvements to the garage structure.

Ms. Kelly Ennis stated that the font of the sign looks a little skinny and needs to be more legible. She questioned about the usage and consistency of the font throughout the entire Towson Row project.

Mr. Andrew Graham answered that the font was designed to be simple and clear and to not dominate the façade of the garage.

Mr. Chris Mudd stated that the logo will be carried throughout the project and that there will be a mix of signages and fonts.

Mr. Qutub had no comments.

Mr. DiMenna had no comments.

DISPOSITION:

Mr. John DiMenna made the motion to approve the project.

The motion was seconded by Mr. Qutub Syed and approved by acclamation at 6:21 pm.

The meeting adjourned at 6:22 pm.