

UPPER MAKEFIELD TWP. PLANNING COMMISSION

October 27, 2010 – 7:00 p.m. Meeting

Municipal Complex, 1076 Eagle Road.

**Present:** Walt Wydro, Chair; Karin Traina, Vice Chair; Bob Curtin, Greg Pitonak, Hank Lieberman, Kathleen Pisauro, Ken Rubin, Dave Kuhns, Director, Planning & Zoning

**I. Public Comment:** No members of the public were present to comment.

**II. Approval of Minutes:** Mr. Rubin made a motion to approve the minutes of September 13, 2010. Mr. Pitonak seconded the motion. Mr. Wydro and Ms. Pisauro were in agreement and the motion passed. Ms. Traina, Mr. Curtin and Mr. Lieberman abstained.

**III. Development Issues:**

**A. Wells Fargo Signage; 1276 General Washington Memorial Blvd., continued from the September 13, 2010 Planning Commission meeting:** Ms. Virginia Berger of Philadelphia Sign Co. was present for the meeting. Ms. Traina began by stating that the revised signs still do not seem to be in keeping with the intentions of the Washington Crossing Sign Guide, specifically regarding the material being proposed and the font shown. Although, further on into the discussions, the applicant *did* demonstrate that the materials to be used *were* in keeping with the Sign guide. Ms. Pisauro remarked about the color being very bright. Ms. Berger stated that the actual color is not as bright as it appears on paper and that it is more of a burgundy or maroon. Mr. Pitonak stated that he had a hard time telling the Applicant that it cannot use its corporate logo color which is red and also because the Sovereign Bank building down the road uses red on its sign. Mr. Rubin agreed that Wells Fargo had a right to use their colors whether “we” like it or not. There was a brief discussion as to whether or not the Planning Commission has the ability to dictate color. Mr. Kuhns reminded the group that the Washington Crossing Sign Guide is a guide and not an ordinance.

Further discussions included whether or not the signs will be lit, the font to be used, use of the Wells Fargo Stagecoach logo, the size of the signs, and the “look” of the signs; modern vs. historic and the technique of sandblasting.

At the end of the discussion, Ms. Berger stated that she felt she had enough direction to provide to Wells Fargo for revisions to the proposed signage.

Adjourned.

Submitted by: Phyllis Mehler  
Approved: December 22, 2010