TOWNSHIP OF LOWER MAKEFIELD

HISTORICAL ARCHITECTURAL REVIEW BOARD

MINUTES – MAY 9, 2023

The regular meeting of the Historical Architectural Review Board of the Township of

Lower Makefield was held remotely on May 9, 2023. Mr. Heinz called the meeting

to order at 6:05 p.m.

Those present:

Historical Architectural Review Board: Stephen Heinz, Chair

Jennifer Stark, Secretary

Michael Kirk, Member/Code Enforcement Officer

Liuba Lashchyk, Member

Others: Fredric K. Weiss, Supervisor Liaison

Absent: Jeff Hirko, HARB Member

APPROVAL OF MINUTES

Ms. Stark moved, Mr. Kirk seconded and it was unanimously carried to approve the

Minutes of March 14, 2023 as written.

1790 YARDLEY-LANGHORNE ROAD, #20-012-005

Sign Replacement

Owner: Doug Trombino

Mr. Kirk stated Mr. Trombino was before HARB a few years ago, and he wants to

re-brand the business and change the name.

Mr. Doug Trombino was present and stated he is re-branding his business as it

has evolved into something more than what it was when he started. He stated

he started the business with just himself – Trombino Hair Company – and he was

not expecting it to grow as well or as quickly as it has. He stated re-branding

will help his employees feel comfortable working for a business and not just

for someone. He stated he would also like to remove his name from the

business as it will give his children their own identity.

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Mr. Trombino stated he would also like to change the sign because the sign

cannot be seen from Yardley-Langhorne Road and can only be seen up close.

He stated with the new design for the sign, it is clearly visible from Yardley-

Langhorne Road, is tasteful, and is a good fit for the community. He stated

he has had “quick clearance” from Cam Troilo, his landowner, who liked the

logo and the sign; and he is asking for HARB’s approval.

Mr. Heinz asked Mr. Kirk if there are any problems with the size of the sign,

and Mr. Kirk stated there is not. Mr. Heinz stated a barber pole cut was

included in the information distributed by Mr. Kirk, and he asked if that is

to be installed somewhere on the project. Mr. Trombino stated the existing

Trombino sign is going to be removed, and the white sign will be added

although it has not been made yet. the barber pole is on the proposed sign.

Mr. Heinz stated the orientation of the new sign is going to be vertical instead

of horizontal, and Mr. Trombino agreed.

A picture of the proposed sign was shown as well as a rendering of how it

will look on the building.

Mr. Trombino stated he was proposing the sign to be 5 ½’ wide and 7’ long.

The sign will be attached to the building. Ms. Stark asked if the proposed sign

is the same size as the existing sign although she understands it is being turned

90 degrees. Mr. Trombino stated the old sign is hanging horizontally and is 6’

wide and 3’ tall. He stated he is proposing the new sign to be hung vertically.

Mr. Heinz asked the height of the window next to the sign, and Mr. Trombino

stated the window is almost 4’ wide and 51” tall.

Ms. Lashchyk asked if there is a reason why the sign is up that high rather

than being a little lower. Mr. Trombino stated his business is on the second

floor, and that is where the sign is hung. Mr. Heinz stated the sign is almost

the same height at the space inside the barber shop; however, Mr. Trombino

stated there are 13’ ceilings. Mr. Heinz stated the increase in the size of the

proposed sign has a greater impact on the façade and may be an over-

whelming impact. He stated historically signs would be in proportion to

windows or doors. He stated in this case because of the increase in size,

there might be a problem. He stated related to the window next to the sign,

the sign is pretty overwhelming. He stated if there was a window box with

flowers, it might not be so bad.

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Ms. Stark stated she understands what Mr. Trombino is trying to do, but it is

over-powering. She stated she is trying to imagine a blade sign with a “B” at

the top of the striped pole so that it could be made more linear. She stated

they could hang it on the corner above the pent roof at the door entrance.

She asked where is the entrance to the second floor, and Mr. Trombino

stated it is the door that can be seen with the steps. Ms. Stark stated she

was suggesting having a blade sign above the porch roof and having some-

thing more vertical in that location. She stated there may not be room to

put “Barberino,” but they could have a big “B” at the top and the bottom.

Mr. Trombino stated “Barberino” is the name of his business.

Mr. Heinz stated he understands the purpose of what Mr. Trombino is

proposing because he went past the building today and from Yardley-

Langhorne Road the sign is hard to see. He stated if it were brought in

closer to the steps and the height of the top of the sign is lowered, it is

going to be occluded by the jut-out that happens in the extension that

sticks out from the main wall where the sign would be hung.

Mr. Heinz asked about going back to a horizontal sign given that with the

white background, it will have a greater impact from the road. He stated

“Barberino” could be extended horizontally with a barber pole that is 4’

high on one end. Ms. Lashchyk stated it would be like a cut-out rather than

having all of that white background. Ms. Stark she was thinking of that and

she was considering drawing a soft radius, taking all four corners out.

Ms. Lashchyk stated it could just be the pole and the letters. Ms. Stark stated

she feels it should be more plaque-like.

Mr. Trombino stated he feels the sign should be just over-sized of what the

window is. Mr. Heinz stated he feels it is just a little too big. Mr. Trombino

stated he understands they want it to be down-sized. He stated he is

trying to show the barber pole for people to see, and he feels they will see

it with the vertical image but not a horizontal image.

Ms. Stark asked about doing a scalloped silhouette edge all the way around

which would reduce a lot of the white area. She stated this would give an

architectural profile like a picture frame would do. Mr. Heinz stated he

would like to see that drawn up before they give any approval, and

Ms. Stark agreed. Mr. Heinz stated he feels his suggestion of a window

box underneath the window might help suggest the verticality that the

window does not; and if the sign were moved a little bit more to the right

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on the wall, it would give a proportion that makes sense. He stated he may

need to reduce the height by a half foot. Mr. Trombino stated he loves the

window box idea. Ms. Stark stated Mr. Troilo would need to be asked about

that idea.

Mr. Heinz stated some red and white flowers could be put in the window box

to pick up the motif of the barber pole, and they could even be fake flowers.

Mr. Trombino stated he likes that idea.

Ms. Lashchyk stated in terms of the proportion on the façade, it does not

seem that it belongs there at all. Mr. Heinz stated the existing sign had sort

of the same proportion with the window and made sense, but the proposed

sign is overwhelming the space. Ms. Lashchyk stated even if the sign were

to slide down, the proportion of the elements in the elevation would make

more sense. Mr. Heinz stated the top of the sign should have some kind of

relationship to the top of the window. He stated what is proposed is also

not equi-distant from the window. Ms. Lashchyk stated they need to

consider the way things relate to each other when they design something.

Ms. Stark stated she feels the sign definitely needs to move closer to the

corner of the building. She stated the window box would give the window

more height because you would see the window box and the window itself

as a unit, and it would relate better to the sign. She stated she feels the

sign could shrink a little bit, and she would like to see turning it from a

rectangle into some kind of a shape so that it has a little bit of a curve on

the cut-outs on the corners or an oval look, and not just be a big rectangle.

Mr. Heinz and Mr. Lashchyk agreed with Ms. Stark. Mr. Heinz stated he feels

that they all agree that there should be a little adjustment in size, some adjust-

ment to the overall shape of the sign with some chamfers on the corner to try

to reduce the mass and then bringing it closer to the corner. He stated if some-

thing is added to the window such as a window box or some extra frame, that

might help. Ms. Lashchyk stated she feels the design of the sign is a good idea,

but it is the relationship between the sign and the elevation that is troubling.

Mr. Trombino stated the reason the sign is so high up is so that people are able

to see it from Yardley-Langhorne Road. He stated he would not mind if it

were dropped a bit lower. Ms. Lashchyk stated she feels that would help.

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Mr. Trombino stated when he comes back before the Board, he will have a new

image with the flower box, more curved edges and possibly an oval, and he will

drop the sign a bit lower on the building. Mr. Heinz suggested looking at an oval

but he feels it might require more relationship to the slope of a roof so maybe a

straight angle cut off on the corners would work.

Mr. Heinz stated this is a traditional barber pole, and he feels there should be a

traditional look to the signage. He stated he agrees that the overall graphics of

the sign are striking, and it is nice to see a barber pole in front of a business that

is about barbering.

Ms. Lashchyk stated she would still consider the possibility of having some of it

cut out. She noted the sign of the orthodontist in the area where she just has

letters attached to the siding; and he could have the pole and the letters.

Mr. Trombino stated the pricing for three dimensional signs is very high, and

he does not have that kind of budget.

Mr. Heinz stated Mr. Trombino could refer to the Minutes when available to

see what was discussed, and he could then come up with alternatives that

could be distributed between now and the next meeting so that the Board

can provide further feedback. Mr. Trombino stated he appreciates all of the

feedback and will come back with new ideas.

There being no further business, Ms. Stark moved, Ms. Lashchyk seconded and

it was unanimously carried to adjourn the meeting at 6:40 p.m.

Respectfully Submitted,

Jennifer Stark, Secretary