

**HARB BOARD MEETING  
MAY 13<sup>TH</sup>, 2008 4:30 PM**

**PRESENT:**

STEVE GIFFORD, CHAIRMAN  
TERI LUTZ  
NANCY STEWART  
PETE CICCAGLIONE

**ABSENT:**

BARBARA CIAMPINI  
BARBARA JONES  
LEE CALISTI

Steve Gifford: Did everyone get a chance to review the minutes? If so can I have a motion to approve the minutes?

Pete Ciccaglione: I make a motion to approve the minutes.

Teri Lutz: I second the motion.

All were in favor.

**NEW BUSINESS:**

**ITEM #1 OWNER-S&T BANK-TENANT-S&T BANK-SIGN-20 NORTH PENNSYLVANIA AVE.**

Steve Gifford: We have two signs for tonight's meeting. We have no old business. The first applicant is 20 N. Pennsylvania the S&T Bank.

Paul Sekula: I am with the Sekula Sign Corporation and we are based in DuBois Pa. I represent S&T Bank and they have purchased Irwin Bank and Trust. Last year at this time we were completing about 70 branch locations and we've updated all the signs for S&T Bank at all of their locations. In this particular case our plan is for a sign that has about the same footprint or size or square footage as the existing Irwin Bank and Trust sign. The sign is 2 feet 9 inches tall by 7 feet 6 inches wide. There will be two of them; one on this side of the building and one on the other side. (He is pointing to the screen). I think the other drawings you have show the details. The sign is 20.62 square feet and we had initially applied for an internally lighted sign which would be constructed of all aluminum, 8-inch thick aluminum, with the letters routed out and backed up with acrylic. There will be lighting inside the sign and that lighting will then show through the white acrylic. The colors that S&T have are the blue background with white and teal. We understand that there are restrictions here within the City. By the way, I'm certainly in favor of sign zoning with sign restrictions. I think that otherwise we have what we have; that is signs all over the place and that all took place in the 50's and late 60's. The control of the signs allow us as manufacturer and sales people to work with our customers to work within circumstances that will allow everyone to have a chance to have a sign without having opportunities for signs to be all over the place. We have a newsletter that we publish and that is one of the points that we make. We understand that there are restrictions on back lighted signs and we are prepared to have a sign that would appear just exactly like that as an aluminum sign with vinyl lettering non-illuminated which would be exactly the same size sign. I have pictures that we've done for S&T Bank and I would be happy to distribute those if you are interested in seeing an idea of how the S&T logo with the blue background works. Other options that we have in this case are to have exposed neon letters and an exposed neon does not work for S&T in this particular case. The letters themselves just free standing in a daytime view would be white letters on essentially on a white background and it just wouldn't work. At night it works pretty well but we haven't used that at any other S&T Banks. The exposed neon just isn't something that S&T is comfortable with nor do they want to do. The alternative would have to be a non-illuminated painted sign and that is what we are proposing. I have samples of how that would be constructed and if you are interested in seeing those.

Pete Ciccaglione: Do you have any, like the existing sign that was up there for Irwin Bank, with individual letters; do you have anything like that?

Paul Sekula: No sir we don't. S&T Bank throughout their process has not used individual lighted letters anywhere. Again, Irwin Bank has red and blue and that is their corporate colors and that works well in the daytime on a contrast with an existing white background. Of course the major part of the S&T corporate look is the blue background with the white and teal letters on that background. To construct a blue background with the exposed neon letters on the blue background would just be very awkward and frankly busy looking and that isn't something S&T wants to do. Of the two options that are available to them, they would prefer to have the non-illuminated carved sign in this particular case, I think our drawings say its all aluminum but I have a sample of a carved sign and I don't think the committee would have a problem with that. I'll show you a sample of that. There are a lot of ways we can do this but exposed neon is not one of them that they would be comfortable with. I have drawings and photo representation of exposed neon if you would like to look at those. But really it's S&T's choice and I would be happy to show you what those look like. The daytime view again, it doesn't work and it doesn't allow opportunities for the blue background.

Steve Gifford: Just to clarify, how is this mounted to the surface?

Paul Sekula: It would be mounted with a bracket system directly on the building itself.

Steve Gifford: How far would it stick out?

Paul Sekula: The non-illuminated painted sign would be an inch and a half (1 1/2") thick. It would project out almost 2 inches, the bracket system that we use is concealed behind the sign and it makes it stick out about 3/8 of an inch.

Steve Gifford: So the 3/8 of an inch would be the gap between the sign and the building?

Paul Sekula: That is correct.

Steve Gifford: Any other comments or questions?

Nancy Stewart: I think a painted sign would be really attractive, the carved sign.

Paul Sekula: The carved sign would be effective in the daytime but in the night time it would not be effective at all. Lights mounted on the sign or on the building it just would be very awkward. It would have a glare.

Teri Lutz: What about a spotlight located there, in a planter area?

Paul Sekula: That is what I would recommend. Whether the building owner would allow that or not, that would work very well on this side but on the other side there is a railing and if you look at your packet there is a picture of the other side and there is a railing there and the light would have to be attached somehow on the railing and I am sure that could be done and we would explore that. I don't think that is something that

we would have to come back for. The flood lights of course light up the whole building and light it up in a manor that might not be acceptable to the building owner. You do understand the internally lighted sign with the routed cut letters and what that looks like?

Pete Ciccaglione: I still think the individual letters look the best. Your sign company doesn't have anything that we can look at?

Paul Sekula: We make plenty of internally lit letters and exposed neon letters but it just doesn't work in this particular case.

Nancy Stewart: Because this is the bank's own logo?

Paul Sekula: That is correct. It took some time to put this together; we changed our mind on what kind of sign to submit here. Here are copies for everyone and just take a look and see what that looks like. It just doesn't allow the blue background which is the key to S&T's look. I don't have enough pictures for everyone, if you can pass these around. Just to give you an idea of just the window graphics have the blue background behind the S&T Bank. The intent within advertising is to own a color, to develop a color that is a corporate color and that is what S&T has done.

Steve Gifford: That is one of the things that we discussed about Irwin Bank's; they strongly desired to have an illuminated sign and so that is how I came up with the option with the neon in each channel but if S&T Bank is proposing this as an alternative to our guideline that doesn't permit internally lit signs then I am okay with it.

Paul Sekula: I think sometimes it's easy to lump internally lighted signs into a white Coca Cola sign or signs that have been offensive. I think you can make a very attractive internally illuminated sign and that can be controlled through this committee also. If you look at the photos of some of the different signs of S&T Bank it's very attractive with illuminated letters standing out which is, in effect, what would happen with the exposed neon at night. In the daytime you can see it just washes away. It would be very busy to have the letters mounted on a background; it's just not a very clean design. I am not trying to talk you into an internally lit sign but sometimes they are a very good solution.

Nancy Stewart: Is it possible, you're the sign guy, and you probably thought about this twenty different ways, but just painting the wall behind there, this sample that you gave us?

Paul Sekula: We thought about that and the exposed neon and the appearance of the exposed neon, I love neon but it's not acceptable to S&T Bank. That certainly is a subjective opinion but I think you would agree that neon has a certain look to it. The Irwin Bank letters are very nice letters but they have a clear cover on them and in my opinion that makes a glare and it detracts from the exposed neon. They are deeper for that reason and the cabinet portion should not be more than 3 inches thick which allows the neon to be exposed and to be visible and a clear cover on it gets dirty and doesn't look nice.

Pete Ciccaglione: What about a blue ban going the whole way around like a raised letter?

Paul Sekula: That's not the look.

Pete Ciccaglione: We're trying to get away from the sign you're trying to put up.

Nancy Stewart: I guess they'd rather do it than have one lighted. Is that what you are saying?

Paul Sekula: We are prepared to do a non-illuminated sign either externally illuminated or not illuminated at all.

Steve Gifford: Teri, do you have a comment?

Teri Lutz: I wanted you to clarify that, I wasn't quite sure what you meant.

Steve Gifford: I guess in my opinion I am happy with the sign as proposed, non-illuminated, plastic with the painted letters. If S&T is happy with a sign that is not lit after hours than I think it's acceptable.

Paul Sekula: That wouldn't preclude them from flood lighting the sign at a later date?

Steve Gifford: If the property owner agrees then they can do that. Any other comments or questions? Can I have a motion to approve the sign as it has been presented here with the understanding that it is non-illuminated?

Nancy Stewart: I make that motion.

Teri Lutz: I second the motion

Pete Ciccaglione: I object.

Steve Gifford: We have one opposition, majority rules.

**ITEM #2 OWNER-HOSE CO. #7-TENANT-NANNETTE LUTHER-STATE FARM INSURANCE-635 E. PITTSBURGH ST.**

Nannette Luther: I am a Start Farm agent and I am going to be moving from Hempfield Township to the City of Greensburg on July 1<sup>st</sup> and this is three blocks from my existing office. I am going to be renting that house which is right next door to Hose Co. #7 right on East Pittsburgh Street. I don't plan on really doing anything new to the property. The existing awnings were put on by Waugaman's Awning not that long ago and I would like to use that same frame work and do a new awning on the front and on the side. State Farm's corporate colors are red and white and I would like to do a more red awning using that exact frame work and it would have the State Farm logo on the awning and say Nannette Luther and you should have a little sketch. I am sorry but Mr. Waugaman does not have the capability of doing anything in color or anything to scale so they kind of just drew it. On the side awning it would say State Farm on the little side awning that you would see coming up E. Pittsburgh Street and cross the front would be the State Farm logo and my name. The existing sign down below, it's like a two panel sign that you see coming up the road and down the road, it's on an angle (shown on screen). Fejes Sign would be taking that sign and use the exact same sign but they are going to completely reface it. It's probably going to look like the one to the left because we are getting State Farm involved to see how they wanted it, the one on the right with my name across the top, they wanted agent with my name, they didn't like agent underneath my name, (she is pointing to the picture on the screen). There is Anderson Cash Register that is in the rear of that building, they have a little building in the back. It's a dirty wooden board and he's going to reface it with aluminum so that it's permanent and put the lettering on it and then this is an existing sign that Anderson has and it is aluminum and they are going to put his back on. He actually sent me a piece of aluminum so you could see that and he also sent me this, which I just noticed now, but it has the actual color and it should be very clean and crisp and easy to read. It's not illuminated in anyway, there is ground around it if you take a look at the picture, right here we may put in two little spot lights (she is pointing to the picture on the screen) on both sides to have it lit at night. My business is never opened at night so I really don't care if it's illuminated, it really wouldn't help me in any way. You have a piece of the red fabric for the awning; I went and got that from Waugaman. It's more of a red coloring with white lettering on it and the sign would also change to the red, white and black combination.

Steve Gifford: Any comments or questions from the board?

Nancy Stewart: You said this is not to scale.

Nannette Luther: It is to scale, his numbers on here are correct. He put that awning up so he has all the drawings.

Steve Gifford: They are going to use the existing frame work.

Nannette Luther: They are going to use the existing frame work, so when I said it's not really to scale it really is, it does have the exact measurements.

Nancy Stewart: Okay. Is there anything going down that side awning?

Nannette Luther: Yes, that will also be a new awning and will say State Farm on it. If you look at the bottom of this from Mr. Waugaman it will say State Farm Insurance on the side and it will have my name on the front.

Nancy Stewart: Okay.

Nannette Luther: There is a little turn around right there about a 6-foot little turn around right there. You can see it coming up the hill.

Steve Gifford: Are there any other comments or questions? If not can I have a motion to approve the sign as presented?

Pete Ciccaglione: I make a motion to approve the sign as presented.

Nancy Stewart: I second the motion.

All were in favor.

Steve Gifford: That concludes our meeting. Does anybody else have anything? Can I have a motion to adjourn the meeting?

Nancy Stewart: I make a motion to adjourn.

Pete Ciccaglione: I second the motion.

All were in favor.

Meeting adjourned at 5:30 p.m.