

ARCHITECTURAL REVIEW BOARD MEETING
March 19, 2003

Deputy Mayor Rauber called the meeting to order at 5:05 P.M.

BOARD MEMBERS PRESENT

Theodore E. Walker, Mayor
Theodore E. Rauber, Trustee
Steven T. Russell, Trustee
Glenn C. Granger, Trustee
Timothy M. Peer, Trustee

BOARD MEMBERS ABSENT

OTHERS PRESENT

Pamela J. Gilbert, Village Clerk
Jack Crooks, Building Inspector
Jack Linder, Electric Superintendent

APPROVAL OF MINUTES

Motion was made by Mayor Walker, seconded by Trustee Rauber and carried that the minutes of the Architectural Review Board meeting held February 19, 2003 be approved as read.

Motion was made by Mayor Walker, seconded by Trustee Peer and carried that the minutes of the Architectural Review Board meeting held February 26, 2003 be approved as read.

APPLICATIONS:

Nothing requiring Board action.

UNFINISHED BUSINESS

1. Village Woods Plaza.

Jack Crooks: The direction is now that we request removal of the lit signage from Rubino's and Sunsational Tan. The Sunsational Tan sign doesn't comply with what they were approved for. It seems like that this plaza could be cause to consider lit signs just because of the distance from the road. But that is up to this board and they will have to come back to you if they want to do that.

Mayor Walker: I have had correspondence with Keith O'Toole and what the Code Review Committee is looking for a sign package. But the idea was that with any of these plaza's is to come up with package deal or approval. So that if this is what is approved then Jack could look at a potential sign and if it agrees to the package then go ahead and do it but if it doesn't then they would need to come before this board. Would we need to change our legislation to have this package deal?

Trustee Rauber: Yes, and that is what we will do in the Code Review. Another issue is when a business leaves town we need something that covers the taking down of their sign.

Jack Crooks: Per New York State Town Law you can go after the property owner to remove the sign. If the property owner doesn't take the sign down then we could do it and relevel the fee for removal on the property taxes with a 25% administrative charge. I would however want to verify this with Keith O'Toole.

Mayor Walker: So should we request that the State Farm Insurance sign be taken down?

Jack Crooks: Yes.

Trustee Rauber: So you will contact the property owner to remove that sign.

Jack Crooks: Yes.

Clerk Gilbert discussed with the board the request from M&T Bank to place a temporary banner sign near the bank sign. The sign request would be from Mid-April to October 2003.

It was decided to have M&T Bank file a formal application for this process and they would address it at the April 16, 2003 ARB meeting.

2. Marelo - Abbott's - 138/148 S. Union Street

Trustee Rauber: After our last meeting I took the action to investigate free standing lamp posts. I found some online. They are 88 inches tall. I did speak with Jack Crooks with a 60 watt maximum bulb, the height of 88 inches, and with the proper placement of the lamps we should be all set.

Jack Crooks: My suggestion is that rather than the four lamps that are shown in the drawing we increase them to five. Then space them accordingly around the deck to light the necessary area.

Mayor Walker: These meet the code requirements?

Jack Crooks: Yes.

Trustee Rauber: The direction this board was taking was to pick out a lamp for Mr. Marelo to purchase. I thought that \$89.00 on a lifetime warranty lamp was reasonable. I would recommend the black post color.

Jack Linder: I would just wonder how durable they are with kids swinging on them and if one of them breaks what mechanism they have to have them replaced.

Trustee Russell: Are they 100 watts?

Jack Crooks: 60 watts is the maximum. You can get clear or frosted lenses for them. He could also go with a 60 watt equal fluorescent. It is a specific direction for him and I think that is the only way to go. Are we all set with the deck?

Mayor Walker: Yes, I will get you the list of items for your letter to Mr. Marelo.

3. Jeff Schleede – Online Auction Company – 174 S. Union Street.

Application for Certificate of Appropriateness.

Signage

Trustee Rauber: At our last ARB meeting Jeff had presented a conceptual drawing of what the sign would look like and the location on the building. We as a group stated that they are looking for more character. We did grant Jeff temporary sign approval until we agree on a permanent sign. Jeff is here tonight with a new conceptual drawing for us to look at. He doesn't have the sizes on it yet because he was sure as to what size we would allow. The color tone is red lettering on a white background with a red trim line.

Jeff Schleede: That is correct. The dimensions of the sign are unknown because we didn't know if we could have sixteen or twenty square feet. If I have two businesses I could have thirty-two square feet. This is not to scale. We have two windows on the front of the building and would like to place the sign in between those windows.

Trustee Rauber: At the last meeting an item was brought up as to why you wouldn't want your sign up near the peak of the building.

Jeff Schleede: When I worked for Sullivan Painting the problem that our customers had was that they couldn't find the sign. There is a busy intersection there and having the sign up on the peak was not good. People are looking directly out there car windows not up. I have already had people compliment me on this sign because they could see it and had no trouble finding us.

Trustee Rauber: When I visited with Jeff we talked about using the over head lamps to light the sign.

Mayor Walker: The real idea is to light the walkway and the sign not just the sign.

Jeff Schleede: Correct. Our hours of operation are only until 6 p.m. for the Online Auction. For the antique business that is mainly on the weekends. I was also wondering if we could get permission to place a sign on the back of the building. Possible use the four by four temporary sign on the front and place it on the back.

Mayor Walker: Our code allows a certain square footage it doesn't tell you how many signs you can have as long as you stay within that square footage. I think the way our code is set up that you are allowed 32 square feet per business.

Trustee Rauber: 16 per business with a total of 32 per building.

Jeff Schleede: That would be perfect for the two businesses, sixteen each. If you would allow me to come back with something for the back we can do that. It is not critical right now. At this point I could put a sign in the door.

Jack Crooks: Would you need to advertise the antique business on the back door too?

Jeff Schleede: Probably yes. But again it wouldn't have to be a large sign.

Trustee Rauber: Jeff's situation is similar to the Hardware Store where you have a parking lot in the rear of the building. The Hardware Store does have a sign on both locations of the building.

Mayor Walker: From the sounds of it 32 square feet is not an issue for the two signs.

Jeff Schleede: That would be fine.

Mayor Walker: About how big are you expecting the front sign to be?

Jeff Schleede: I haven't really conceptualized it.

Jack Crooks: In looking at this sign it seems to be about 24 square foot and if you make it only 22 square foot then you would have eight square foot for your other sign.

Jeff Schleede: I don't want anything huge because then it just looks gaudy.

Mayor Walker: I like the shape and the change in the lettering. It gives it a little bit of character.

Jack Crooks: The last meeting we talked about the color being red on gray. Here you have red on white. Is that an issue?

Mayor Walker: The white to me just stands out. But I think that is what you are trying to do.

Jeff Schleede: Yes, that is what we want. Are logo is already red and white.

Trustee Rauber: Do we want to determine now what the back sign to look like.

Jeff Schleede: I am looking for something much plainer. Unless you want me to replica the front sign. But in doing that it would be hard to read with the sign only being eight square foot. I'm thinking of a block sign with bigger letters. Again, if you want I could come back with conceptual on it once I determine the actual size of the front sign.

Mayor Walker: That is fine.

Trustee Rauber summarized the Architectural Review Board's findings on the application for Certificate of Appropriateness – Online Auction Company & Spencerport Antique Center.

Based upon pictures/drawings presented this date, the board approved the following:

- Sign color to be white background with red lettering and trim
- Sign size not to exceed 32 square feet. Once size is determined copy of sign indicating dimensions to be submitted to Village Clerk for filing.
- Sign to be mounted on the front of the building centered between the windows.

ADJOURNMENT

Motion was made by Mayor Walker, and seconded by Trustee Rauber and carried unanimously that the meeting be adjourned at 6:25 P.M.

