

**ARCHITECTURAL REVIEW BOARD MEETING
December 17, 2003**

Mayor Walker called the meeting to order at 5:31 p.m.

BOARD MEMBERS PRESENT

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

BOARD MEMBERS ABSENT

Timothy M. Peer, Trustee

OTHERS PRESENT

Pamela J. Gilbert, Village Clerk
Jack Crooks, Building Inspector
Donna Stassen, Planning Board
Carol Nellis-Ewell, Planning Board
Denny Marra, Planning Board
Ron Muraco, Planning Board
Linda Bearer

APPROVAL OF MINUTES

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

APPLICATIONS:

1. Spencerport Physical Therapy

Application for Certificate of Appropriateness.

Linda Bearer: A lot of people have commented that they don't see us. Our signs are stenciled in the window. As we just purchased the building a week ago we would like to replace the Upton Place signs with Spencerport Physical Therapy signs. We just designed a new logo which we showed to Gary Natale and from that we have come up with a sign we like. These would go on the north and south sides of the building for now.

Mayor Walker: This is for two signs?

Linda Bearer: Yes, they will replace the two Upton Place signs.

Mayor Walker: Are you going to retain the one on the east side?

Linda Bearer: We would probably retain it for now. I don't know if you have any limitations.

Mayor Walker: We are looking from an esthetics stand point. We also have some zoning issues that is where each business is limited to 32 square feet per business. With all these signs I am sure we reach that limit.

Linda Bearer: We would go along with what ever you said. Sure ideally we would like to keep that because it is seen by cars going by.

Mayor Walker: I think the way it turns out if this sign is 92" X 46" and you are going to have two of them. You will already exceed the limit so even if there is a third sign that you are looking at then we should know for the total square footage.

Linda Bearer: What we got in trouble with is that we designed these for letterhead and business cards. It is a terrible design to try and make a sign out of because we had to get the letters where you can read them. The word is so long in comparison to the logo being high. By having the letters this size then they are readable.

Mayor Walker: The intent here is for you to be successful in your business. Will you have a border around this sign?

Linda Bearer: Yes, he is going to cut the material around the color portion of the sign you see and probably on an angle in that space.

Mayor Walker: So if you add a couple of inches around the outside of what you are showing that is probably what the sign will look like. How big the sign is there now? In other words if you laid this out does it cover the same space?

Linda Bearer: When they measured they said that this is going to fit. I am very interested in esthetics. I would not want it to be from edge to edge. If it doesn't look good we won't be putting it up.

Mayor Walker: My whole basic question is proportionately how does it look in that space.

Linda Bearer: If it doesn't look good it won't go up. It won't be a sign just stuck up in there. I don't even like that it has to have white behind it. I don't have a choice.

Mayor Walker: So we have talked about the physical size, the outline of what it looks like. 92 inches is planned. We know where it is going to be in each space and it is going to be about centered.

Linda Bearer: It will be angled slightly. I have a question now. In the next year or two we will be restructuring the interior and the entrance will be relocated to the center of the parking lot. So we won't be able to put up a sign because of this size limitation. Does the restriction take into consideration the number of sides the building has?

Mayor Walker: The way the code is square footage per business. So if you divide this building into two businesses then each business gets 32 square feet. So if you go over that then you would need to make application to the Zoning Board.

Linda Bearer: We would keep the signs up on the eaves of the building. The exterior is not changing. But where people would come in we would want a sign.

Mayor Walker: That is where I think the suggestion would be. If you have a plan of where you would like to go in a couple of years you would get a variance based on that proposal.

Linda Bearer: These signs are larger than the square footage allowed now so we could apply for a variance so that they could be allowed.

Mayor Walker: I believe so, but I am speaking for other people at this point in time.

Building Inspector Crooks: This is a unique situation because of the location of this building. It is outside of the B district. Very technically speaking and the strict letter of our code she would not be in the ARB hands. She would actually go to the Zoning Board for the whole process. However, in discussing the spirit of this code it was our decision that the ARB exists so that there is some consistency in signage and control. So the determination was made that this was the right place for it. I'll tell you exactly what the code says for the B district "Signage contained in the Architectural Design Standards" which is a separate law. It really leaves the decision of the ARB to size, lighting, color in your discretion. There is really nothing in the Architectural Review Standards as to the size or anything else sign specific. It doesn't carry forward unfortunately. So the standards become those things that are appropriate by the determination of the ARB. It doesn't say 32 square feet.

Trustee Rauber: To me what we did with Island Tan business fit. We looked at the back to be more of the main entrance so we allowed signage on the back and the front. I think in Linda's case you have Upton Avenue and Union Street. If you are coming down Upton Avenue you would want to see the name of the business there. If you are passing by on Union Street you would also want to see the name of the business.

Mayor Walker: I think we are in agreement and I understand the reason for looking at the signage you have. The questioning was getting more to the point of zoning and the 32 square feet. What Jack is qualifying is that in this particular location the ARB code we have doesn't cover it.

Linda Bearer: When you say signage there is stenciling on the glass above three of the entrances. Are those considered signs too? Do we have to take those down?

Trustee Rauber: My interpretation is signs that are on the glass or behind the glass are not part of the ARB. But we looking at windows and the maximum writing you could put on a window.

Linda Bearer: When we enlarge we will be using the entire building. We just need to utilize it better. We will be the only business. We may just stencil on the door when we get our new entrance. We don't need big signs in place but since we had this new logo for six months we would like to start getting identified with it. Once we give directions it is easy for people to find us. It is just finding us the first time. With the signs up it would make it a little bit more noticeable with them there.

Trustee Rauber: So it sounds like what we have in front of the board tonight is taking care of the two signs. Then somewhere in the future when you figure out where you are going to put your door you would come back.

Linda Bearer: Right, I was just wondering when he said about the limitation. I thought that if we put up these two signs that meant we won't be able to have a sign at our entrance.

Mayor Walker: My comment was more reflecting that if you have a five year plan. You present the five year plan and implement it over the five years.

Clerk Gilbert: Are you looking to leave the signs on the side of the building? The ones that say Spencerport Physical Therapy?

Linda Bearer: I guess we look at the signs as two different purposes.

Mayor Walker: Your preference is then to leave those signs.

Linda Bearer: For people that are sitting right in front of the building they can't see the signs on the top of the building. Upton Place was Jim's when he had two or three business in there. It is now just Spencerport Physical Therapy so lets put it there and incorporate in our logo in the sign.

Mayor Walker: As long as the square footage is the same for the signs then we could continue on this. But we need to confirm the square footage of the Upton Place signs. So we may move forward contingent on the square footage issue.

Trustee Granger: I thought we didn't have to look at that. Isn't that what Jack said.

Building Inspector Crooks: If you assume that you (the ARB) are going to make the determination on this the square footage issue goes away because that is at your discretion. You are not limited.

Mayor Walker: It still gets to be the concern of the general signage and square footage.

Building Inspector Crooks: You can use that as a guideline.

Mayor Walker: If we can verify the square footage of the proposed sign is the same as the existing sign I think I would be comfortable at letting it go. But if it exceeds it then I am almost back to a public hearing.

Linda Bearer: When is square footage considered? This is a rectangle and solid space, and this has a lot of negative space.

Mayor Walker: I would suggest that you figure the square footage by making a frame around the sign and measure. The idea is to get it close.

Linda Bearer: I feel that when you have a lot of negative space like this rectangle it will appear to be more sign than if something that just extends in two areas.

Mayor Walker: I think the follow up is let's find out what the square footage is. That is just the square footage issue. The main part we need to get into is the esthetics. Is that ok with this group that we move forward with a contingency that we find out the square footage of the existing signage. The sign itself then, we talked about the physical size and shape. The colors are blue and gold.

Linda Bearer: As I said it is not going to be those pale colors they will be a little darker then this. The blue will be a little darker blue then what is shown. The orange will be shown to me before he cuts because the material. He has a color called apricot and it seemed to match but I don't trust it until I see it that it will be orange. Those are the colors that we are associating our business with.

Mayor Walker: Then the white background is needed just to set it off?

Linda Bearer: I'm trying to remember when I talked to him about a background color but I believe that he can only get the material in white. With the white the letters are going to be more noticeable. I am not a big fan of it but to get the light weight material needed it came only in white or black and black was not an option.

Mayor Walker: We like to promote the engraved signs.

Linda Bearer: I am aware of those types of signs but its not going to be easy for maintenance and it won't last long. He said you would have to repaint it. This sign once is goes up it's up.

Mayor Walker: This is a vinyl material on aluminum?

Linda Bearer: I don't know if it is vinyl. I talked to him in September or October about it and it was real fresh in my mind then. I know he said that it was perfect material for the sign. I am trusting him on that. I can get the answers to those questions. We discussed the wooded signs with him but he wouldn't be able to do our logo unless it was painted on or something like that. He said that this would last better.

Mayor Walker: We may need a sample of the material from Gary. Any questions?

Trustee Russell: I like the design, the color scheme, and I think it will look nice on the building.

Trustee Rauber: I'm not sure how the white will blend in with the dark of the building. It will stand out.

Linda Bearer: I am not crazy about the white. As I recall we had a choice of white or black. I don't care for the thought the wood with our logo. It is great for sign like this (Upton Place) or for one we had designed for our house. I also think you can over do it. You go into every town and every sign is that style.

Mayor Walker: As we all are trying to find something that looks good but compliments the building too.

Linda Bearer: This is not designed to complement the building. Hopefully the sign will not detract from the building. Who knows once we get started we might change the exterior of the building. This is a logo that represents our business and that is why we are choosing that. That is the bases for that style of sign; it represents our business. It is not trying to coordinate a sign into the building. But I won't let him make anything that goes from corner to corner.

Mayor Walker: I just have a couple of follow-up items. One is square footage of existing signs, and also what material the sign is made of. The edge treatment to this is then?

Linda Bearer: I don't think there is an edge to it. I think it is real thin and flat. Unfortunately, when this was all decided we had to put the purchase on hold for a while. At that time he showed me the material and all that but that was back in September/October. I do think it was very thin so it won't be standing out away from the building. It will lay flat which I think will help.

Mayor Walker: There is no boarder, nothing around the edge.

Linda Bearer: I don't think so.

Carol Nellis-Ewell: I just have a quick comment. I just find the rectangular shape a little bit inconsistent with the last two signs we took a look at. That being Island Tan & Subway because their design is basically rectangular but it has a curved edge that looks a little bit more in character with a Victorian or older theme. I'm just thinking that maybe we should try to stay consistent. Especially, when the location being in a residential area.

Linda Bearer: When you say rectangular. The sign is going to be the shape of this.

Carol Nellis-Ewell: There is not going to be a rectangular shape.

Linda Bearer: No. the white will be enough to support these points.

Carol Nellis-Ewell: That is less consistent. I think it needs to go within something that looks like what has been approved at the last few meetings.

Mayor Walker: The suggestion is instead of the sign having an inch or two inch border. The idea is that this would go on a rectangular piece of material. You might have scallop edges.

Linda Bearer: To me that would be gaudy to have a rectangle with this on it. This doesn't go with Victorian. This is supposed to be really flat.

At this point discussion ensued between applicant and board regarding the design of the sign itself.

After discussion the following motion was made.

Motion was made by Trustee Rauber, seconded by Trustee Granger the Architectural Review Board's findings on the application for Certificate of Appropriateness - Spencerport Physical Therapy -37 N. Union Street.

Based upon pictures/drawings presented this date, the board tabled the application for certificate of Appropriateness. This is to give the applicant time to come up with different sign ideas to present to this board.

Vote of the Board:	Theodore E. Rauber, Trustee	Aye
	Steven T. Russell, Trustee	Aye
	Glenn C. Granger, Trustee	Aye
	Theodore E. Walker, Mayor	Aye

UNFINISHED BUSINESS

Nothing requiring board action.

ADJOURNMENT

Motion was made by Mayor Walker, and seconded by Trustee Granger carried unanimously that the meeting be adjourned at 6:45 p.m.

