

ARCHITECTURAL REVIEW BOARD MEETING

February 18, 2004

Trustee Rauber explained to all present the procedure in place for the meeting this evening. The transition will be beginning tonight in regards to the Planning Board taking over the role from the Village Board as the Architectural Review Board. Trustee Rauber anticipated transition completed by May 2004. Until such time the Planning Board will be hearing the appeal and making their recommendations to the Village Board. The official vote will come from the Village Board.

Trustee Walker called the meeting to order at 7:00 p.m.

Village Board Members Present

Theodore E. Walker, Mayor
Theodore E. Rauber, Trustee
Timothy M. Peer, Trustee

Board Members Absent

Glenn Granger, Trustee
Steven Russell, Trustee

Planning Board Members Present

Chairman Robert Garlick
Denny Marra
Ronald Muraco
Jackie Sullivan

Planning Board Members Absent

Carol Nellis-Ewell
Joseph Slominski

Others Present

Pamela J. Gilbert, Village Clerk
Jack Crooks, Building Inspector
Donna Stassen, Planning Board Secretary

Amy Hendry
Linda Mentosana
Larry Fennity

Applications:

1. The Hairport, Inc.

Application for Certificate of Appropriateness

Chairman Garlick stated that the applicant was opening a hair salon at 42 Nichols Street, and was before the board for approval to place a sign at such establishment.

Chairman Garlick: It is a nice looking sign, where would you like to place it.

Amy Hendry using photos taken from the plaza showed the board where she would like the sign placed, pointing out that she wanted the sign situated above the front door.

Chairman Garlick: Basically from the third pillar to the fourth pillar?

Amy Hendry: Yes.

Chairman Garlick: You are calling for the sign to be 22 inches high. How wide is that area where you are proposing the signage will go?

Jack Crooks: It has to be close to three (3) feet.

Chairman Garlick: There will be approximately six (6) inches from the top of the sign and six (6) inches from the bottom of the sign, the sign to be centered. Do you propose to light the sign?

Amy Hendry: Yes, we would like to from what we have been told you would like gooseneck lighting, looking at something similar to Abbott's.

Jack Crooks: How about something like the carwash in front of the plaza, or Subway they have gooseneck lighting.

Amy Hendry: It would be similar to what they have. We would probably copy what they have.

Jack Crooks asked the board if the lighting was similar or identical to what they have if that would be acceptable to them.

The Board didn't have any problem with that proposal.

Architectural Review Board
February 18, 2004

Page 3

Chairman Garlick: Jack, would that come through you prior to installation.

Jack Crooks: Yes.

Denny Marra: What did we discuss with the manager of that plaza?

Chairman Garlick: I believe we discussed this type of signage.

Trustee Rauber: If I could intervene for a minute, the manager was supposed to contact us back right after we had met with some alternate designs about the gooseneck lightning, the feeling of this board is that whatever decision we render tonight should not hinge upon the plaza owners themselves. This sign definitely seems to go down the path of the ARB requirements. In turn, the plaza owner has not gotten back to us. Therefore, we are setting the theme for the plaza.

Chairman Garlick: I think this sign fits in with some of the existing signs, it doesn't fit in with Rubino's or the Tanning Salon but I think if we start to work with this type of sign any new businesses eventually will catch up.

Jack Crooks: I think it is worth noting too, and may help in the decision. After a discussion with the landlord and the tenants, it is very likely that Rubino's will be looking for a new sign in the near future. They call it a raceway sign it is a \$7000.00 sign and the name may even be changing. I have also talked to the new tenant for the Mexican Restaurant and given them like information. There are two other units empty so we may have an opportunity to make some significant changes in the plaza with the exception of the tanning salon. I have also heard that the insurance company is not too happy with their sign because you cannot see it from the road. The theme going in this direction is likely to happen.

Denny Marra: My fear is if we approve this, when the rest of the tenants come in are we going to adhere to this type of scalloped edge and this type of font. Before, the landlord was talking about a plain type font that was more legible from the road. I have no problem with the goose neck lightning and the sign, If another tenant comes in, in order to go along with the theme and try to keep everything consistent, what do we do.

Jack Crooks: I would turn that back to the board, and ask the question, if our primary theme is towards a more Victorian style which I think this sign is, there can be some variance for that. I am not sure you're considering that every sign be exactly the same in terms of frame and lettering. However, if the Victorian Theme is the direction the Architectural Review Board has been going towards in the past, there can be

Architectural Review Board Meeting
February 18, 2004

Page 4

some variation. Not every Victorian house in the village appears to be the same. I don't see that as an issue, but that is your choice.

Ronald Muraco: I think the sign is consistent with what we have been looking at, with the scalloped edges. It is a good-looking sign.

Chairman Garlick: To me the next sign that comes in could be squared off with scalloped edges, to me that wouldn't matter.

Ronald Muraco agreed.

Denny Mara: To me it doesn't matter I was just going by what the gentleman from Kravetz Realty said, that he was trying to establish a consistent pattern for that front marquee.

Chairman Garlick: They don't seem to be too gung ho about following up; it was six weeks ago that we met with him.

Chairman Garlick: At this point Mayor Walker would it be appropriate if we are in agreement to make a motion that the ARB accepts this sign with the condition regarding lights.

Trustee Rauber: This board would make a motion to recommend the sign. The Mayor would than move to accept your motion as read.

Trustee Rauber: The material of the sign, some thoughts on consistency there.

Amy Hendry: The sign will be made of aluminum.

Trustee Rauber: Aluminum, flat painted, not raised lettering.

Ronald Muraco: There is no real depth to this sign.

Amy Hendry: No.

Chairman Garlick: When painted it will be 3 dimensional.

Amy Hendry: If you look at the signage across the street at the Laundromat and at Pontillo's, the one that is aluminum stands out a lot more, this sign will look similar to those signs.

Architectural Review Board Meeting
February 18, 2004

Page 5

Chairman Garlick: We are in agreement everyone likes the sign.

After discussion, the following motion of recommendation was made.

Motion made by Chairman Garlick seconded by Ronald Muraco to recommend to the Architectural Review Board to accept the proposed signage for Hairport Inc., 42 Nichols Street, presented by Amy Hendry, as per sign drawings submitted by Natale Signs of 1835 North Union Street, Spencerport.

Such sign to be 22 x96 inches, with green backing and yellow lettering. A 10-inch tall copy sign.

Such approval granted with the condition that the sign will be externally lit with gooseneck lighting, similar to the lighting installed on Subway and the tanning salon located in the Village.

Mayor Walker suggested adding some hours for the lighting of the sign.

Amy Hendry: We have a timer inside the salon.

Mayor Walker: The intent of the lighting is just when your business is open within a half hour of opening and closing.

Amy Hendry: I would only need it lit at night, not during the day.

Amy Hendry: Our hours will be from 10:00 am to 8:00pm.

Mayor Walker: If we went a half hour, past your closing time that would be all right?

Amy Hendry: That is fine with me.

Mayor Walker: Just one thought with these gooseneck lamps, is there enough space to install an overhead gooseneck lamp.

Amy Hendry: Mr. Natale, the sign maker seems to think there was.

Mayor Walker: There really isn't a lot of room above, so the lighting may have to come from the ends and into it, they may turn into a totally different look. That is the only issue I might have with the goosenecks. Jack Crooks will be following through on the aesthetic side of that.

Architectural Review Board Meeting
February 18, 2004

Page 6

Mayor Walker: Just add something to your motion about the lighting hours.

Chairman Garlick amended the recommendation noting that hours of lighting the signage will be a half hour before opening and a half hour after closing.

Ayes: Garlick, Marra, Muraco, Sullivan
Nays: none

Motion made by Mayor Walker, seconded by Trustee Rauber to approve the recommendation made by the Planning Board granting a Certificate of Appropriateness to Amy Hendry/Hairport Inc.

Ayes: Walker, Rauber, Peer
Nays: none

Next on the agenda,

2. Movie Gallery

Certificate of Appropriateness

Larry Fennity: This building has presently been Struck Floors. We have a tenant interested in converting this space into the Movie Gallery. In order to make this space approachable from the outside and make an entrance to the store what we are looking to do, is make an entry in the eastern end of the store. We are extending the covered façade across the front our intent is to make it look like it has been there from the beginning as much as possible. Where the window area is now, we will be putting in a couple more entry doors to fit in with their requirement.

One difference between the drawing I have here and the drawing you have is actually we were showing black glazing going all the way to grade. But in reality, we are just going to infill the existing windows.

The brick will remain the same, the glazing will remain the only changes will be putting in a couple of doors in the center and carrying over this overhang with the same materials across. It should look very much as if it was always there. That is the architectural portion of it.

Architectural Review Board
February 18, 20048

Page 7

Denny Marra: That overhang is going to go across the complete front of the building both east and west.

Larry Fennity: Yes, it will go the whole length. Same height, same materials we will do our best to make everything match up. The sidewalk to be extended down the front of the building. It will dress up the end of this building.

Larry Fennity: You can't lease a space like that in this type of weather without a covered entrance.

Linda Menetesana: Movie Gallery is the third largest movie rental chain in the U.S.; they are adding approximately 300 stores per year across the country.

Clerk Gilbert: Are there any in the Rochester area?

Linda Mentesana: There are a couple in Canandaigua and one in Avon. They are primarily located in more outlying rural areas. They are starting to move into more populated areas.

Larry Fennity: We are dealing with their signage, their national identity, logo and so forth. What we are showing you in terms of signage is what they have shown us. It is essentially a form-stocked sign, internally lit with the colors shown on the drawings.

Because it is such a big company, they have certain sizes it comes in and they have a certain number of sizes. Of course, when they were talking to Linda about renting the space they stated they wanted the 48" tall sign. Linda said "no" there are rules and regulations. The sign we are showing here and asking for approval of is a 24" sign; the drawing shows the full elevation.

Chairman Garlick: It is a little over 39 square feet.

Larry Fennity: Yes, a little bigger than the code specifically allows the next size smaller is a whole lot smaller (refer to size schedule). Given the location of the building, which is tremendously well hidden, and the size of the building it is on, my feeling is that it doesn't have a huge impact in terms of being overbearing in size.

Chairman Garlick: I do not have any problems with the architectural changes. I don't like the backlit sign, but speaking personally the sign even though it is over the 32 square feet allowed, I do not have a problem with the size not in that location. I think we need to

Architectural Review Board
February 18, 2004

Page 8

continue working towards the theme that we are trying to establish in the village. I thought the plaza had a theme, block white lettering theme

Linda Montesana: For the small tenants we do require that so we would get uniformity and not a mis-match of signs. For national chains, unfortunately that is part of what is required. They are firm and unwavering.

Denny Marra: Are they going to be content with just that sign and no sign out on the street?

Linda Montesana: That is another issue.

Denny Marra: I agree with Bob we are trying to create a theme, this is not going to fly.

Larry Fennity: This sign is not appropriate for Main Street, this is not on Main Street, it is in the back of a plaza.

Denny Marra: Will this affect their lease if this is granted than down the road they come back for something else that is not going to be up to their own standards.

Linda Montesana: We need to try to provide the best signage possible in order for them to be successful. Signage is an important issue; we are very sensitive to that. I wouldn't consider presenting this type of sign if it faced on Union Street. In this particular location given the fact that we have two other major tenants right next door to them which are colored, backlit and large. I feel that sign sitting back in that location is very appropriate.

Ronald Muraco: What this Board realizes is that we can not do much about existing businesses that are already there. What we are trying to go after in the future is to create a theme. This is a chance to make that statement and not let signs like this go up.

Linda Montesana: I agree with you but there are certain tenants and bringing a tenant like this that has 1500-1600 stores across the country, this is their requirement.

Chairman Garlick: If the sign were approved with the same size and color, with a request to be externally lit, would that be a problem? The Code specifically states no backlit signs.

Linda Montesana: I don't know the answer to that.

Architectural Review Board
February 18, 2004

Page 9

Chairman Garlick: I know for a fact that national chains and franchises will modify their signs to fit certain locations.

Linda Montesana: They have modified the sign because they wanted a 48-inch sign.

Chairman Garlick: The modifications that we would be looking for would be for a non-backlit sign.

Linda Montesana: I can not speak for what they might be willing to do. Personally, I believe in this location the sign is appropriate. It is facing a shopping area.

Chairman Garlick: What is the difference between an externally lit sign and a backlit sign? I am talking about a person coming into the plaza how well they are able to see it.

Larry Fennity: The reason why internally lit signs were used instead of externally lit signs originally is that they were very bright. Giving the message across especially in a visually polluted area such as Jefferson Road in Henrietta. This type of signage is appropriate for a strip shopping center. I am sympathetic to where the village stands as to where you draw the line.

Ronald Muraco: I don't think that if the sign is backlit instead of lit with gooseneck lighting that it will draw one more customer. The people in the village will know it is there.

Denny Marra: If we approve this sign and another tenant such as Mike Montecalvo asks for a sign like this, how can we tell him no, if we are going to set this precedent. Speaking from the Architectural Review Boards side of it if we are going to set these standards than everyone will have to follow in line.

Jack Crooks: It is good that the board is going to establish a policy, because as I have said a number of times before in the current ARB standards in our codebook there is not a standard for size, and or lighting that is in the old zoning ordinances prior to the revisions. I think you are going in the right direction you're establishing a policy.

Ronald Muraco: Our intent is not to scare business away.

Chairman Garlick: We are looking to set a standard and the standard we are looking for is externally lit signs. We do not want to dissuade business.

Linda Montesana: It would be easier if we had standards to follow. It is very difficult to bring something before the board when we don't know what you want.

Architectural Review Board
February 18, 2004

Page 10

Chairman Garlick: I understand, you did very well with the tanning parlor and Subway. That is what we are looking for.

Linda Montesana: If we delay too long we will not have time, or they may not move here.

Jackie Sullivan: I think Chairman Garlick made a good middle of the road suggestion the possibility of a front lit sign with their logo, much like the Hairport sign with scalloped edges and gooseneck lighting. The idea of a backlit sign is to see it from the street. You are not going to see this sign from the street. If they have the opportunity to move up front in the plaza they are going to take it and if we have already established a back lit sign in the back of the plaza, they will want to move that signage up front.

Linda Montesana: If they move down the street, does the signage go with them?

Denny Marra: Probably not, but in this case I think my feeling is you don't want to dissuade any national chain from moving into the village. I don't feel by asking the tenant to put up this sign with goose neck lighting that this board is being unkind. My feeling is when you move into a community you try and blend by being a good community neighbor and you may have to make a concession.

Linda Montesana: Is this everyone general consensus?

Ronald Muraco: Yes, I think it is.

Code Enforcement Officer Jack Crooks pointed out that internally lit signs are prohibited section 140-68 of the code.

Mayor Walker: Will there be a small sign on the island for advertising this area. I know Struck Floors had a small sign. I didn't hear that brought up tonight.

Linda Montesana: They have not broached that specific subject. I have had other tenants broach that subject that will be brought up at a subsequent meeting.

Linda Montesana: If we return to the tenants with this sign with this size (24in), those colors, scalloped edging a lighting fixture that we can come up with, maybe not exactly the same. We want a little bit of variation. Would something like that work.

Architectural Review Board
February 18, 2004

Page 11

Larry Fennity: I think that scalloped edging could make it look like an old antique shop, making it look like something it isn't. I think we can still make this an externally lit sign. This is a 60's strip plaza and gooseneck lighting might not fit the flavor of this building.

Chairman Garlick: This board agrees with the architectural aspects, but we would like to see a different sign.

Larry Fennity: Is it possible we could ask for approval for the architectural segment, and come back later for the signage. This would allow us to receive the necessary building permits.

Chairman Garlick: I would have no problem recommending that to the ARB at this point.

At this time the following motion of recommendation was made.

Motion made by Chairman Garlick seconded by Denny Marra to recommend to the Architectural Review Board to accept proposed architectural improvements to the former Struck Floors building as shown on drawings submitted by Renauto&Fenity –architects, as presented to the Architectural Review Board using materials, colors and sizes as indicated on plans. New façade to match the existing façade on the building as best as possible.

Furthermore, any action on signage has been tabled until applicant looks at externally lighting options.

Ayes: Garlick, Marra, Muraco, Sullivan
Nays: none

Motion made by Mayor Walker seconded by Trustee Rauber to approve the recommendation made by the Planning Board granting a Certificate of Appropriateness to Movie Gallery for architectural improvements.

Ayes: Walker, Rauber, Peer
Nays: none

Architectural Review Board
February 18, 2003

Page 12

Approval of Minutes:

Motion made by Mayor Walker seconded by Trustee Peer and carried unanimously that the meeting minutes of December 17, 2003 be approved as amended.

Ayes: Walker, Rauber, Peer

Nays: none

Adjournment:

Motion made by Trustee Rauber seconded by Trustee Peer and carried unanimously to adjourn the meeting at 8:04 p.m.