

**Architectural Review Board
May 3, 2005**

Present

Absent

Chairman Robert Garlick
Carol Nellis Ewell
Denny Marra
Joseph Slominski
Ronald Muraco
Craig Byham

Others Present

Donna Stassen, Secretary ARB
John. Marrello
Frank Lecesse
Jim Page

Approval of Minutes

Motion made by Chairman Garlick seconded by Ronald Muraco and carried unanimously to approve the minutes of April 5, 2005 as amended.

Grandpa Sam's Italian Kitchen

Mr. Marrello was present requesting signage approval for Grandpa Sam's Italian Kitchen located at 138 So Union Street.

Requested arm mounted signage to be 48" X 24" X .75" 2- Good Side MDO high performance vinyl graphics, with deep purple and polo green applied to white painted field as shown in drawings prepared by John and Linda Cianciola.

Chairman Garlick: There is a discrepancy on the sign size, the verbiage says 48"X 24" and the sketch shows 48"X36".

Mr. Marrello: The correct size is 48"x 36".

Chairman Garlick: Will you be using the existing arm to hang the sign?

Mr. Marrello: Yes

Chairman Garlick: Will the sign be lit?

Mr. Marrello: No

Denny Marra: John tell me the sign is not made. I don't like the square edges. Could the edges be scalloped without ruining the sign? I like the fact that it is hanging; the majority of the signs from the canal forward are hanging signs. It adds to the ambiance of the village.

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Chairman Garlick: Is the border black as shown in the diagram?

Mr. Marrello: No, the sign is actually ivory and not white

Ronald Muraco: I would prefer to see scalloped edges too.

Joseph Slominski: The scalloped edges would be consistent with the other signs in the village.

Ronald Muraco stated that the ARB is trying to maintain a standard for signage in the village.

Mr. Marelo stated that it would be helpful if the ARB had guidelines showing the applicants exactly what they were looking for before they came in front of the board.

Ronald Muraco stated that applicants generally come in front of the board before having the sign made.

Mr. Marelo: The drawings alone cost money if I had an idea what you were looking for before I had the drawings made it would have conformed.

Carol Nellis Ewell stated that the phone number is on the sign and the ARB has not been allowing phone numbers on the signs.

Mr. Marelo: I have been open for six weeks without a sign, how was I to know that. Look around the street the reason this phone number is on there is because the majority of the signs on the street have the phone numbers on.

Carol Nellis Ewell: That was before the revision of the code. One of the more recent applicants had proposed the phone number on the sign and we asked to have it removed.

Mr. Marelo stated that he felt the board was not helping small businesses. Mr. Marelo feels that a take out restaurant needs to put a phone number on the sign. The reason for signage is to put your name and phone number on there.

Carol Nellis Ewell: The board is trying to have an architecturally historic look; if you go to other villages, you don't find phone numbers on the sign.

Mr. Marelo: I have to respectfully disagree; this village doesn't have any uniformity to it at all.

Ronal Muraco: This is what we are trying to accomplish.

Mr. Marelo: You cannot change in the middle.

Ronald Muraco: You have to start somewhere. You make a statement and you start changing slowly. If we just keep saying well it has always been like that, you will never change anything.

Mr. Marelo: Back to my first comment, it would be helpful that when people come in for an application for the first time they are given guidelines as to what the board is looking for.

Ronald Muraco agreed with Mr. Marelo.

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Denny Marra: When we took over the ARB, we spent four months looking at signage, trying to come up with some uniformity. Typically, anyone who is in the sign business knows that there are sign permits required by a board before a sign goes up. Typically they do artists renderings and then they are corrected. Very seldom does someone spend the money first.

Mr. Marelo: I appreciate what you are saying. The application is very vague maybe down the road the application could be more specific.

Denny Marra: I don't think scalloping the edges and removing the phone number will incur a big expense.

Chairman Garlick: As far as the telephone number, how does the board feel?

Ronald Muraco: As far as this being a takeout business and having to have your phone number on the sign, it is equally important for a hairdresser to have their phone number on the sign so that people can call for appointments.

Mr. Marelo: If you look up and down the street, you will see all the signs with phone numbers on. I am not making this up.

Chairman Garlick: We are trying to get the same uniformity on Main Street that we have tried to achieve at 42 Nichols Street.

Discussion ensued regarding signs inside of the window. Phone numbers are allowed inside a window with a certain percentage of the window being covered.

Mr. Marelo stated that the front of his restaurant does not have that kind of window space.

After discussion, the board agrees that the phone number is to be removed from the sign.

At this time, the following Certificate of Appropriateness was approved.

NOTICE OF DECISION

Signage

- Signage shall be the size submitted to the ARB, 48" X 36" in size and be of the color and material submitted. Edges shall be scalloped and telephone number removed.
- Sign shall be mounted on existing arm or new arm at owner's discretion.
- The owner shall be responsible for the structural integrity of the sign arm and sign mounting features.
- Sign shall be mounted in accordance with requirements of the Village of Spencerport.

- Owner shall maintain the sign in good condition as determined by the Village of Spencerport Architectural Review Board.
- After installation of signage, a picture of the installation shall be submitted to the Village Clerks Office for filing.

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Page Appliances Inc.

Mr. Page was present requesting a sign application for Page Appliances located at 415 So Union Street.

Signage to be 17'6" wide x 2'6" high, Baskerville type face, red with white lettering as shown in drawings.

Chairman Garlick: If I did my math correctly, your sign will be almost 9 square feet smaller.

Mr. Page: Yes, my son is a design major, and he has talked me into changing the sign. We are making it shorter and longer. The colors won't be the same, but red with white lettering is preferred. The sign will be a Baskerville style sign made of vinyl.

Chairman Garlick: What kind of material are you using for the signage?

Mr. Page: We really haven't made any decisions, when we heard we had to come in front of the board we waited to see what suggestions you might have. I assume it would be vinyl.

Chairman Garlick: Your building is kind of a different style in the B-3 district we are trying to work with the realization that there are different styles of architecture in that area. We don't want to force anything that won't look appropriate. We are trying to get away from the square edges.

Chairman Garlick: Will you light the sign? I drove by the other night and noticed the sign was lit, but I didn't notice where the light came from.

Mr. Page: It is straight overhead on the top of the building it is more of a security light than anything else and we have neon lights in the window.

At this time, the Board tabled any action on this application, pending receipt of a completed application. Chairman Garlick suggested that MR. Page meet with Building Inspector Jack Crooks and go over the materials permitted.

Tooty's Restaurant & Bar

Mr. Lecesse was present requesting sign approval for Tooty's Restaurant and Bar located at 42 Nichols Street.

Requested signage to be 15ft x 6.2 ft with a white background and emblem placed in the center. Chairman Garlick stated that the sign was probably the largest sign to come in front of the board.

Chairman Garlick: Who will be making the sign?

Mr. Lecesse: Affordable signs

Chairman Garlick: Is this emblem your logo?

Mr. Lecesse: Yes.

Chairman Garlick: Will you be lighting the sign?

Mr. Lecesse: Yes, with gooseneck lighting, is there a limit to how many we could put up?

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Mr. Lecesse: We were thinking of putting up six lights, all aiming at the center of the sign.

Chairman Garlick: Suggested checking into the type of lighting the carwash is using they may be able to get away with only using three lights. They are a little more expensive but the maintenance cost.

Chairman Garlick: I have a problem with the size of the sign; I would feel a lot better if it was 3ft X 15ft. being more in conformance with the rest of the plaza. We are trying to stay with the maximum size sign of 40-45 square feet. Right now, the code allows a sign up to 32 square feet.

Carol Nellis Ewell agreed that the sign needed to be scaled down.

Chairman Garlick suggested moving the sign up three feet from the windows for better visibility.

Denny Marra: When I looked at it I took away the border and just used the logo and the restaurant and bar, I feel it comes into conformance. If you take just the logo and the lettering, the square footage is better. The logo is going to set this business aside I don't find this sign obtrusive.

Chairman Garlick: I am looking at the other signs in the plaza, and compatibility.

Denny Marra suggested turning the sign vertical eliminate one of the restaurant & bar lettering, and hang the sign vertical with the logo on top and the lettering underneath, with the gooseneck lighting, you will have the same effect. I would like to see the scalloped edging on the sign.

Mr. Lecesse: I never even thought about turning the sign around.

Chairman Garlick: I would like to remain consistent somewhat and be able to accommodate you.

Chairman Garlick: We will need to table any action on this application pending submittal of a completed application.

Mr. Lecesse will follow up with Jack Crooks and resubmit a new application.

Unfinished Business:

The ARB is in receipt of a written request from Kravetz Realty asking for an extension from the Boards decision that the patio area at 42 Nichols Street be adorned with potted shrubbery, plants etc and embedded in concrete by June 1, 2005.

After board discussion, the request was denied. It is the boards feeling that they have had plenty of time to correct the problem.

Adjournment:

Motion made by Chairman Garlick seconded by Jose] as and carried unanimously to adjourn the meeting at 8:25 p.m.

