

**VILLAGE OF BALDWINSVILLE**  
**ARCHITECTURAL REVIEW BOARD MEETING MINUTES**  
**Monday, August 6, 2007, 7:00 P.M.**  
Approved 10/1/07

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**PRESENT:** Dave Mott, Chairman  
Dean Johnson  
Connie Taft  
Toni Kleist

**NOT PRESENT:** Don Cronk

**ALSO PRESENT:** Susan LaQuay, Board Secretary

**GUESTS:** Rich Hubeny, Syracuse Signage regarding 34 East Genesee Street (AT & T)  
Grace Peck, regarding 6 Lock Street (Dance & Sportswear 4 Less)  
Jim Giancola, 12 Oswego Street

The meeting was opened by reciting the Pledge of Allegiance.

**APPROVAL OF MINUTES**

Upon motion by Chairman Mott and second by C. Taft that the minutes of the July 12, 2007 meeting of the Architectural Review Board be approved as submitted. Motion passed.

Chairman Mott added 12 Oswego Street to the agenda under New Business.

**OLD BUSINESS**

**34 East Genesee Street – AT & T Premier Technologies – signs**

Mr. Rich Hubeny of Syracuse Signs is present to address the Board on behalf of the Applicant. He stated AT & T has submitted new plans as requested to address the issues that were discussed at the previous meeting and noted there had been a question regarding the dimensions of the second sign. Chairman Mott stated he had called the Codes Office to check on that issue and the signs are grandfathered regarding size.

Mr. Hubeny stated the plan is for a painted aluminum sign with external gooseneck lighting. It is not as deep as the previous sign as it will not need to accommodate internal lighting. It has a 2” depth with some raised lettering. The globe is a digital print and “AT & T Authorized Retailer” is vinyl.

D. Johnson stated he is pleased that they have come back to the Board with what was requested and the rest of the Board agreed. Mr. Hubeny noted it was difficult as the corporate office wanted internal illumination, but they did decide to follow the Board’s direction.

Chairman Mott asked if there were further questions. Hearing none:

Upon motion by Chairman Mott and second by C. Taft, the application for signs at 34 East Genesee Street, AT & T Premier Technology, is approved as per drawings submitted on August 6, 2007. Motion carried.

## **NEW BUSINESS**

### **6 Lock Street – Dance & Sportswear 4 Less – Grace Peck - sign**

Grace Peck is present to address the Board. She stated she would like the sign as submitted, but would like to add lighting over the sign on the side of building, which is the bottom picture in the photographs submitted and will face East Genesee Street. She asked the Board for suggestions regarding lighting. Chairman Mott showed Ms. Peck pictures of classic styles of gooseneck lighting. He noted that the soffit is black and, therefore, black would be a good color for the fixture.

Ms. Peck noted that both signs are the same size. D. Johnson asked if the signs have a border. Ms. Peck stated they do not. D. Johnson noted that the Board prefers for signs to have a border to offset them from the façade. Ms. Peck noted that the sign is white and is to be placed on the black soffit. She asked what color trim would offset it. D. Johnson suggested silver and stated she can even get 1” tape to use as the border. Ms. Peck agreed that silver would be a good color to use. She stated she had considered cutting the 4 corners off the sign at an angle to dress it up and give it a better shape. C. Taft stated she feels this would look nice as well.

Chairman Mott asked if there were any more questions. Hearing none:

Upon motion by Chairman Mott and second by C. Taft to approve the application for two signs at Dance and Sportswear 4 Less, 6 Lock Street, with the addition of gooseneck lighting for each sign, the relocation of the indicated wall mount sign up further on the building, and also the addition of a border on each of the two signs and/or cutting the corners off the signs. Motion carried.

### **12 Oswego Street – Jim Giancola - signage**

Mr. Giancola is present to address the Board. He noted his building façade was previously approved and is almost complete. He stated the plan initially included spaces for signage and lighting over those areas. He intended to mount the signs in those locations and met with John McFall at Atlantic Signs and Design. He had originally wanted routed signs, but that is cost prohibitive and may be difficult for some tenants to purchase as they would cost between \$700 and \$800. Therefore, he would like to use MDO board and asked the Board’s opinion regarding color. He would like all the signs to be the same and noted that the front of the building has room for four signs and the back has room for several signs. He stated he cannot guarantee that all tenants will have signs and he will try to encourage them to purchase them.

Chairman Mott stated that the Board cannot dictate what color each tenant must use as they will have the right to utilize their branding. Mr. Giancola noted he does not have any retail or outlet type of tenants or any large tenants that might have a recognized logo. T. Kleist stated they should, however, choose a uniform background. Chairman Mott agreed and stated they can then give the tenants choices.

Mr. Giancola noted he is looking for approval of a sign package that he can present to his tenants. Chairman Mott stated that when this project was first brought to the Board, he liked the idea of a sign package for the entire building so tenants would not have to keep coming back to ARB.

D. Johnson suggested the signs have a deeper blue background and lighter lettering. T. Kleist stated he should be sure to keep within the same tone of blue/gray. Mr. Giancola stated the siding is Hardy Board and he can meet with them to come up with a darker shade in the same palette.

Mr. Giancola stated that the signs will be 16” to 18” and all will be consistent in shape and design. He noted the front façade will have 5 signs total including the street address sign.

Chairman Mott suggested the Board approve a motion to authorize him to approve a sign package for the entire property of 12 Oswego Street as submitted based on a completed application. D. Johnson noted that this type of building is very consistent with the type of building that has been before the Board in the past and John McFall is very aware of what the Board is looking for. He suggested a dark blue background with cream letters for each sign. T. Kleist noted that then each business can play with its own logo. Mr. Giancola asked if they should have trim. D. Johnson stated they should each be trimmed out and suggested using the same color as the lettering.

Upon motion by Chairman Mott and second by C. Taft to authorize the ARB Chairman to approve a sign package as submitted with the addition of trim on each sign and the colors to be darker blue with cream lettering and also with the completion of the ARB application. Motion carried.

**2 Oswego Street – Sammy Malone’s/Mr. Yum Yum, Inc. DBA Sammy Malone’s – Tom Taylor - lighting for signage**

Chairman Mott noted that no one is present to address the Board. However, he spoke with Mr. Taylor regarding this application. He stated the application is for the addition of lighting to the existing approved signage. T. Kleist noted he also wants to put a menu board up; however, Chairman Mott noted this is exempt from ARB review because it is classified in the code as a temporary sign as it is continually changing. The application indicated the location for the lighting fixtures, which will be dark green. Chairman Mott noted that Mr. Taylor has been worked very well with the ARB in the past and has been very compliant with the guidelines.

Upon motion by Chairman Mott and second by D. Johnson to approve the application for lighting for Sammy Malone’s, 2 Oswego Street, as submitted. Motion carried.

**OTHER BUSINESS**

Chairman Mott noted that the next meeting is scheduled for Labor Day and suggested rescheduling the meeting for Tuesday, September 4 or Tuesday, September 10. The Board agreed that September 10 would be the best date. The meeting has, therefore, been rescheduled for Tuesday, September 10, 2007.

The meeting was adjourned at 7:35 p.m. The next Architectural Review Board meeting is scheduled for Tuesday, September 10, 2007 at 7:00 p.m.

Respectfully Submitted,

Susan A. LaQuay  
Architectural Review Board Secretary