

**VILLAGE OF BALDWINSVILLE**  
**ARCHITECTURAL REVIEW BOARD MEETING MINUTES**  
**Monday, July 12, 2007, 7:00 P.M.**  
Approved 8/6/07

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**PRESENT:** Dave Mott, Chairman  
Dean Johnson  
Connie Taft  
Don Cronk

**NOT PRESENT:** Toni Kleist

**ALSO PRESENT:** Ron Carr, Village Attorney  
Susan LaQuay, Board Secretary

**GUESTS:** Mike Bruska, regarding 41 Oswego Street  
Dick Elander, regarding 22 East Genesee Street (Silver Fox Senior Center)  
John McFall, regarding 22 East Genesee Street  
Dennis Tuldwiecki, regarding 34 East Genesee Street (AT & T)  
Don and Pat DeKay, regarding 6 Lock Street (Tawn Marie's)  
Jim Williams, regarding Rite Aid

The meeting was opened by reciting the Pledge of Allegiance.

**APPROVAL OF MINUTES**

Upon motion by D. Johnson and second by D. Cronk that the minutes of the June 4, 2007 meeting of the Architectural Review Board be approved as submitted. Motion passed.

**NEW BUSINESS**

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

Mr. Dennis Tuldwiecki from Syracuse Signs is present to address the Board on behalf of the Applicant. He stated that they would like to put up two signs with aluminum framework and acrylic paint to replace the existing signs that are on the building. Chairman Mott asked what the total square footage of the sign will be. Mr. Tuldwiecki stated it will be 25.08 square feet. Chairman Mott asked if that is smaller than the existing sign. Mr. Tuldwiecki stated he just received this project this morning and is not sure what the dimensions of the existing signs are. Chairman Mott suggested he verify with the CEO that the dimensions of the proposed sign meet code. He stated it is approximately 1' over code, but the ARB does not make a determination regarding this so the Applicant will need to check with the CEO and may potentially require a variance.

Chairman Mott asked if both proposed signs are the same size. Mr. Tuldwiecki stated they are identical signs of the same size. Chairman Mott noted that the Village Code allow for two signs, the first not to exceed a total of 24' square on all sides. He stated the second sign may need a variance regarding its size.

Chairman Mott asked if the sign is illuminated. D. Cronk noted that page 4, number 13 shows the lighting detail and noted it is LED lighting. Chairman Mott asked if this is a Syracuse Sign design. Mr. Tuldwiecki stated he is the subcontractor and this is a corporate design. Chairman Mott stated that the ARB has strict guidelines regarding signs and they are trying to move away from prefabricated signs and internal lighting. He stated they are trying to utilize a more historical look for signs. Mr. Tuldwiecki noted that the entire face is not illuminated, just the logo and some of the text. He stated the main face of the sign is brushed aluminum. "Premier Technologies" and "AT & T" is cut out with a router.

C. Taft asked if AT & T is very strict that their requirements are followed. Mr. Tuldwiecki stated they are. Chairman Mott noted that the ARB has not approved an internally lit sign in about three years, so this is a big issue. He feels it would be difficult to accommodate a sign like the one presented.

D. Johnson agreed and stated that the ARB is trying to achieve a certain look for signs, such as gooseneck style illuminated signs as opposed to internally lit signs. He feels that the text and graphics of the sign can be represented the same way utilizing external lighting.

Mr. Tuldwiecki stated this is a national company that is mass producing these signs with certain specifications for certain areas. D. Cronk asked if Service Select Signs may have a design that is more in line with the ARB guidelines. Mr. Tuldwiecki stated he believes if they don't they would be able to make one. D. Johnson stated he would find it hard to believe that there are no other communities that have an AT & T store and similar guidelines to those of Baldwinsville. He stated there is no problem with the logo colors; it is just the lighting that is the issue. He noted the sign would not require the proposed depth if it were externally lit so it could lay flat against the building. Mr. Tuldwiecki agreed.

Chairman Mott stated the Board could make a motion to approve the sign without a lighting package and based on external lighting. D. Johnson stated he feels there are too many variables to do that and would like to have the Applicant return with a different design that incorporates external lighting. Mr. Tuldwiecki agreed that he would like to come back next month because without the internal illumination, it will be a totally different sign. Chairman Mott noted that the next meeting is in three weeks. He suggested Mr. Tuldwiecki visit the Baldwinsville website to review the ARB guidelines.

The Applicant will return on August 6, 2007 with a new design.

#### **22 East Genesee Street, Suite 100 – Silver Fox Senior Social Club – sign**

Mr. Dick Elander is present to address the Board. He stated the sign will be the same size as the previous sign and will be mounted to the left of the peak under the 2 existing gooseneck lights. He stated the sign was designed by John McFall and will have raised lettering. Mr. McFall is present as well and stated the sign will have a border of black molding that will offset it from the building. The fox on the sign will be silver.

Upon motion by Chairman Mott and second by C. Taft to approve the application for a sign at 22 East Genesee Street, Silver Fox Senior Social Club, as submitted. Motion passed.

#### **18 East Genesee Street – Rite Aid – signs**

Mr. Jim Williams from Kassis Superior Signs is present. He stated he has done signs in the Village before and is aware of the guidelines. He stated that the proposal for this location is to do the pylon sign as shown with goosenecks over the top. He stated that this location has signs that are flex face. Based on expediency they would like to do dimensional letters on the building with goosenecks over the top rather than the illuminated channel letters that were originally proposed. These dimensional letters would replace the pill sign, which is backlit. D. Johnson suggested they could keep the blue pill background without illumination rather than attaching individual letters to the building. Mr. Williams stated they would prefer to have the individual letters. He stated the "1-HR PHOTO" sign would remain on the building and noted there is already a variance for this that was obtained when the sign was added.

Mr. Williams stated there is a summary of square footage in the packed submitted with the application and this proposal reduces the square footage of signs on the building. Chairman Mott noted the summary is on the last page and there is a 30 square foot reduction.

Mr. Williams stated the letters are 36” inches in height. Given the distance from the road they will need to be large in order to be seen.

Chairman Mott asked if they have obtained a variance to replace the Eckerd building sign because of the square footage. The code allows 24 square feet. Mr. Williams asked if he will need a variance if he just refaces the sign. He feels, however, that the individual letters will be more in tune with the guidelines. D. Johnson agreed. Mr. Williams stated they need to do 55 stores in 8 weeks so he really does not want to have to go for a variance. R. Carr stated that the argument could be made that replacement of the sign would exceed 24 square feet, but would still be smaller than what is there now. Mr. Williams also noted there is a rationale for the size as the building sits far back from the road. R. Carr asked if the existing Eckerd sign is there per a variance. Mr. Williams was not sure. R. Carr stated that if it does have a variance, then it is a legally nonconforming sign and a replacement of the sign with individual letters changes the sign, but does not increase its nonconformity and it can continue in its status as a legal nonconforming sign as to the area. Chairman Mott stated he does not feel R. Beckhusen will have a problem with this, but it is incumbent on him to remind Applicants of the dimensional requirements. Mr. Williams stated he understands this and just wanted to propose something that is more architecturally pleasing. Chairman Mott agreed that what is proposed is far more appealing than just a reface of the existing sign.

D. Johnson clarified that the proposal is for individual letters to be attached to the building and they are not illuminated internally. Mr. Williams confirmed this and stated they will put gooseneck across the top to illuminate the letters. He stated the letters will be made of either high density foam 2” thick or hollow aluminum 3” to 4” deep. He stated both of these materials are more desirable than wood as they will not weather as quickly and will require less maintenance.

C. Taft asked if he will have to amend the application. Chairman Mott stated he is making notes on it to indicate the changes and note that this was thoroughly discussed and the Board agreed that replacing with individual letters was more desirable. He stated he will also call R. Beckhusen to make him aware of the discussion.

Chairman Mott asked if the pole sign will simply be changed out. Mr. Williams confirmed that and stated it will not be internally lit, but will have gooseneck lights. He stated it will be consistent with the guidelines. D. Johnson noted it will be very similar to the Gino & Joe’s sign.

Upon **motion** by Chairman Mott and second by C. Taft, the application for signage at 18 East Genesee Street, Rite Aid Pharmacy is approved as submitted with the following exceptions:

- 1) The freestanding pole sign will swap facing and eliminate the internal lighting, adding goosenecks to the top.
- 2) The main building sign will have raised individual letters with external gooseneck lighting and no internal lighting. The Eckerd sign will be refaced using individual raised letters with a reduction in square footage of the existing approved signage by 30 square feet.

Motion **carried**.

### **113 Downer Street – Rite Aid – signs**

Chairman Mott noted this is the same Applicant and Mr. Williams will be addressing the Board for this application as well. Chairman Mott noted that this particular building has some architectural qualities that make it quite different from the previous application for 18 East Genesee Street. Mr. Williams stated again they would like to use individual letters affixed to the building, but would like to utilize internal lighting. He stated the letters would be made of a special vinyl that would make them look blue during the day and white at night. They would have white LEDs behind them rather than neon. The pill sign would be removed and the façade behind it repainted and the letters affixed in its place. Everything else on the building will remain the same other than some small identifying signs that have the Eckerd name on them (for example the receiving doors). “Eckerd” will just be removed. He stated that, as with the previous application, there will be a reduction in size of 30 square feet.

The monument sign has backlit letters. The background is opaque. Mr. Williams stated they will change the name from Eckerd to Rite Aid Pharmacy and not utilize the internal illumination. He stated they would be willing to use gooseneck lighting. D. Johnson stated this would be a good opportunity to utilize ground lighting, especially as it is already landscaped.

Mr. Williams stated that the company would prefer illuminated channel letters for the building utilizing LED, which is far more economical than external lighting. He stated he feels that it is essential that municipalities not treat all the different sections of their jurisdiction the same and noted that Downer Street is significantly different than East Genesee Street and the river area. This is why he is proposing different signage for this location. He noted this location is in a more commercial area of the Village, but he understands that there is a neighborhood across the street. He noted that this is why, when Eckerd came in, they did not utilize the taller pylon sign, but instead used a monument sign which is more tasteful. He stated the monument sign is not as important in this setting as it might be in other locations because of where the building sits on the site and as a result, they are willing to have the internal illumination replaced with external lighting. However, he feels the internally lit letters on the building would fit architecturally.

D. Johnson noted that Mr. Williams raised the question as to whether Downer Street should be conceptually treated differently than the downtown Village area. He noted that Noble's Plaza on Syracuse Street uses all gooseneck lighting even though that is a more modern area of the Village and he would like to be consistent with this style. He thinks the letters would be nicely lit with three goosenecks over the top and he personally feels that the addition of the goosenecks would introduce more of the style the ARB is looking for to the modern design of the building. Chairman Mott agreed and stated he also likes the idea of ground lighting for the monument sign. Mr. Williams stated that ground lighting may cause visual problems with motorists as it is close to the street. D. Johnson stated they could angle it away from the road to address that issue. Mr. Williams stated he would prefer to have two smaller lights per side or one double-headed light per side with smaller lights. He stated they will do what is necessary on the building sign to get it approved.

Chairman Mott noted the ARB has not wavered from their stance of not allowing internal lighting and would be very hesitant to do so. D. Johnson stated the ARB is trying to get a more historical look in this area as well and will discuss this with developers as they come in. Mr. Williams stated that they will light these letters in the same way as on the East Genesee Street site. He will explain the ARB's reasoning to the developers.

Chairman Mott asked if the sign on the front facing Downer is the only building sign they are seeking approval for. Mr. Williams stated there are two peaks on the building, one facing Downer Street and one facing the driveway entrance. Therefore, they are applying for both of these signs to be the same.

Upon **motion** by Chairman Mott and second by D. Johnson, the application for 113 Downer Street, Rite Aid Pharmacy signs is approved as submitted with the following exceptions:

- 1) The exterior drive-through signage will be externally lit.
- 2) The main entrance and side entrance main signs will be externally lit with gooseneck lighting rather than internally lit. Of special note, the main 2 signs each have a reduction in square footage of 30 square feet. There are no other significant changes to the other signs on the building.
- 3) The monument sign will be externally lit.

Motion carried.

Chairman Mott stated he will speak with R. Beckhusen and will follow up with the Applicant next week.

**6 Lock Street – Tawn Marie’s Dance Centre<sup>2</sup> – sign**

Don and Pat DeKay are present to address the Board. Mr. DeKay stated they will be re-facing the existing lawn sign and place a new sign on the building. The building will be repainted. The main color on the building will be pine forest green, the window trim will be antique yellow, and the soffit at the top of the building will be black. The signs will have a white background with black letters, which is the opposite of what is shown in the picture that was submitted. Mr. DeKay stated there will be another sign on the side of the building for Dance & Sportswear 4 Less. However, this is not part of their application and Grace Peck stated she will submit an application for next month.

Chairman Mott noted that the lawn sign is 32 square feet and the code allows for 24 square feet. He stated they may have to get a variance. Mr. DeKay stated they will just adjust the size to 4’ x 3’ rather than 4’ x 4’. Chairman Mott stated that the Board will work on approving the design and they can work with the CEO regarding dimensions.

Chairman Mott noted that the lawn sign will have finials on top of the posts and a black border. He asked if there will be any lighting. Mr. DeKay stated there will be no lighting. D. Johnson asked what kind of lettering will be used. Mr. DeKay stated they will be black, flat vinyl letters.

D. Johnson asked where the building sign will be located. Mr. DeKay stated it will be affixed to the building to the left of the entrance and will have the same construction as the lawn sign. It will not be lit.

Upon motion by Chairman Mott and second by D. Cronk to approve the application for two signs at Tawn Marie’s Dance Centre<sup>2</sup> (6 Lock Street) as submitted. Motion passed.

**41 Oswego Street – Oswego 41, LLC – façade/siding**

Mr. Bruska is present to address the Board and stated that the application is for the middle section of the building regarding the siding material and color. He is in the preliminary stages of working with Community Development regarding the front of the building. He stated T. Kleist recommended Hardie board siding and he provided a sample of the selected color. The color is Monterey Taupe and the accent color is white.

D. Cronk asked if the shingles will be replaced. Mr. Bruska stated they will be eventually, but that is not part of this application. D. Johnson asked if the windows will have trim around them. Mr. Bruska stated they will have 3” wide white trim.

Upon motion by Chairman Mott and second by C. Taft to approve the application for the siding at 41 Oswego Street as submitted. Motion passed.

The meeting was adjourned at 8:35 p.m. The next Architectural Review Board meeting is scheduled for Monday, August 6, 2007 at 7:00 p.m.

Respectfully Submitted,

Susan A. LaQuay  
Architectural Review Board Secretary