

VILLAGE OF BALDWINSVILLE
ARCHITECTURAL REVIEW BOARD MEETING MINUTES
Monday, March 5, 2007, 7:00 P.M.
Approved 4/2/07

PRESENT: David Mott, Chairman
Dean Johnson
Toni Kleist

NOT PRESENT: Connie Taft, Board Member
Robin Augello, Board Member
Susan LaQuay, Board Secretary

GUESTS: Scott Hallman, regarding Connections Café
Kim Hallman, regarding Connections Café
Phil Turner, regarding Connections Café
Frank Polera of Charles Signs, Inc., regarding Connections Café
Maria Badwan, regarding On The Go Wireless
Jim Nobles, regarding Nobles Tire City
Jon Alvarez, resident

The meeting was opened by reciting the Pledge of Allegiance.

APPROVAL OF MINUTES

Upon motion by Chairman Mott and second by D. Johnson that the minutes of the December 4, 2006 meeting of the Architectural Review Board be approved as submitted. Motion passed.

OLD BUSINESS

91 Syracuse Street, Nobles Tire City/Tim Nobles – sign ...

Mr. Jim Nobles is present to address the Board and stated he would like to withdraw his application as he was not aware the sign would be so big. Chairman Mott stated the proposed sign would be 36 square feet on each side and current code states that the total of all faces is not to exceed 24 square feet and the sign would be substantially larger than allowed under code. He stated he had spoken with Rolf Beckhusen, CEO because he knew it would be dimensionally larger than the present sign. Mr. Beckhusen stated that Mr. Nobles could reface his existing sign and would not have to apply for a permit for that.

Mr. Nobles stated he is concerned that the signs in the strip mall cannot be seen clearly from the road as they are covered by the gooseneck lights. T. Kleist asked if he had considered a sign at the roadside listing all the business in the complex. He stated he thinks that is a good idea and will consider doing that.

Mr. Nobles again stated he will withdraw his application for the larger sign and will just pursue refacing his existing sign.

NEW BUSINESS

45 Oswego Street, Connections Café – signage (2 signs)...

Chairman Mott noted that this is the old Andrews Furniture building. The Applicant is seeking to mount two signs, one facing east and the other facing south on the side of the building. Scott Hallman, Kim Hallman, Phil Turner, and Frank Polera are present to address the Board.

Chairman Mott noted that the first sign will be facing Oswego Street and the other will be on the side of the building. These 2 signs are in addition to temporary banner signs that will be hung to advertise live music. Chairman Mott noted that code states that the “total of all signs may not exceed 20% of the square footage of the front face of the building or 24 square feet in area.” and “In the event the business has a secondary entrance, one additional sign for identification of entrance would be allowed and may not exceed 6 square feet.” He noted the size of the signs is not an issue.

Chairman Mott noted that the proposed signs are internally lit box signs. D. Johnson noted that the real issue is the style of signs being proposed. Internally illuminated aluminum box polycarbonate signs do not meet ARB Guidelines. Chairman Mott asked if the Applicant has a copy of the guidelines. Mr. Hallman stated he does. D. Johnson stated the Village is trying to move towards more turn-of-the-century style signage with external lighting. He noted a sign could easily be lit from the soffit overhang. He suggested utilizing raised lettering or vinyl lettering on wooden background. Mr. Polera stated they proposed internally lit signs because they will rely primarily on night operation of the business and were hoping the Board would consider this. T. Kleist stated she thinks they should refer to other signs that are externally lit to see how they are lit up at night. Mr. Polera asked what the issue is that the Board has regarding this type of signage. T. Kleist stated they are trying to move away from box signs as they are of a more modern-look and the Board is trying to obtain a more period-look for the Village.

Chairman Mott noted the Board of Trustees is currently working on the code book and will try to codify that into the code book for the central business district area. D. Johnson noted that the box signs that are in the Village predate the ARB. He stated aesthetically it is more desirable to have externally lit signs and he feels they will stand out just as well.

Chairman Mott noted that other businesses have been using a more 3-dimensional design, such as using raised or recessed letters, to make them stand out more with the exterior lighting.

Mr. Polera stated that he has done jobs in many municipalities and one of the ways they have been able to accommodate some of the issues is utilizing a white background that is white during the day, but is dark at night and the only thing that is illuminated at night is the lettering itself.

T. Kleist asked how the signs are attached to the building. Mr. Polera stated they will be flush to the building and will not protrude out.

Chairman Mott stated that since he has been on the Board, they have not passed an internally lit sign. One reason is that that is the direction the Village is trying to steer away from, so much so they are working on codifying it in the code book. The ARB Guidelines state signage should be in architecturally in character with the design of the building and box style signs with internal illumination are not desirable.

Chairman Mott asked if the banner is a temporary sign that gets changed frequently. Mr. Hallman stated it will just be displayed on Fridays and Saturdays. Chairman Mott stated they will not need permits for those banners as they are temporary in nature.

Mr. Polera noted that adding gooseneck lighting can be expensive and asked if this is something the Board takes into account. T. Kleist noted that box lit signs are expensive in themselves and feels the cost is generally comparable. T. Kleist stated some very nice signs have been done in the Village for a very reasonable price.

Mr. Hallman stated that they are hoping to open soon and will need a sign. T. Kleist asked how soon the Applicant felt they could get a new design to the Board. Chairman Mott noted the Board would be willing to call a special meeting. Mr. Polera stated he can have a design ready by the end of the week. Chairman Mott noted that the Board wants to see businesses open up and be successful and if temporary banner signs are necessary while waiting on the permanent sign, this can be accommodated.

Chairman Mott recommended the Applicant carefully measure the square footage of the front of the building to maximize the size of their sign as they are well within the limits of the code as proposed and can have a larger sign.

Upon motion by Chairman Mott and second by T. Kleist, Chairman Mott scheduled a Special Meeting for Connections Café on Tuesday, March 13, 2007 at 7 pm, at which time the Applicant will bring a new design before the Board. Motion passed.

3 West Genesee Street, On The Go Wireless – signage...

Maria Badwan is present to address the Board. She noted she is here on behalf of her husband. Chairman Mott stated Mr. Badwan had dropped off some samples for the Board, including aluminum substrate and black and red vinyl. He noted the sign approved for this property previously was for a temporary sign. This sign proposal is larger.

T. Kleist asked if the sign will be lit. Ms. Badwan stated there is no lighting.

Upon motion by D. Johnson and second by Chairman Mott to approve the sign as submitted on 2/26/07, which is a sign with a white background with black lettering and red highlights. Motion passed.

Upon motion by Chairman Mott and second by T. Kleist, the meeting was adjourned at 7:55 p.m. The next Architectural Review Board meeting is scheduled for Tuesday, March 13, 2007 at 7:00 p.m.

Respectfully Submitted,

Susan A. LaQuay
Architectural Review Board Secretary