

**VILLAGE OF BALDWINSVILLE**  
**ARCHITECTURAL REVIEW BOARD MEETING MINUTES**  
**Tuesday, September 5, 2006, 7:00 P.M.**  
Approved 10/2/06

**PRESENT:** David Mott, Chairman  
Dean Johnson  
Connie Taft  
Toni Kleist  
Robin Augello

**ALSO PRESENT:** Susan LaQuay, Secretary

**GUESTS:** Jim Patel, regarding 85 East Genesee Street  
Robert Berry, regarding 85 East Genesee Street

The meeting was opened by reciting the Pledge of Allegiance.

**APPROVAL OF MINUTES**

Upon motion by C. Taft and second by D. Johnson that the minutes of the August 7, 2006 meeting of the Architectural Review Board be approved as submitted. Motion passed.

**OLD BUSINESS**

**97 Syracuse Street, Baldwinsville Glass – Jean Mocyk – sign ...**

Chairman Mott reminded the Board that the colors for this sign had not been specified as the Board had decided to get T. Kleist's opinion first. Chairman Mott noted the sign is a 24" x 84" MDO sign with raised letters. He stated the Applicant had agreed to use the colors T. Kleist recommended. He noted that the HC-26 (burgundy) comes in vinyl and will be used in future projects and noted that the ARB may want to adopt this as the classic burgundy in the preapproved colors.

**85 East Genesee Street, S & G Wine and Liquor - sign ...**

Mr. Robert Berry, manager of S & G Wine and Liquor, and Mr. Jim Patel, owner, are present to address the Board. They have submitted a new application with a new sign design. This new application still proposes an internally lit sign.

T. Kleist stated she likes the look of the sign, but it is internally lit, which the Board does not approve of. Mr. Berry noted that the letters, not the background of the sign, will be lit. T. Kleist stated she had seen in the minutes from the previous meeting that the Board had suggested the Applicant consider the use of neon and asked if they had investigated that at all. Mr. Berry stated the cost of neon and the maintenance involved is outrageous and it is not energy efficient. The fluorescent internally lit sign they are proposing is more energy efficient and easier to maintain.

Mr. Berry noted that Northside Collision has a large box sign that is obnoxious because the background is lit, not just the letters. The sign proposed for the liquor sign will have a black background with white letters, so only the letters will be lit. The letters will have an orange outline. He stated the sign will have a painted

interior and will weather nicely. He noted the signs on Village Commons are similar to the one he is proposing.

Mr. Berry stated that Metropolitan Signs will be making the sign. T. Kleist asked how thick the box would be. Mr. Berry stated it will be 8" wide, which is not wider than the Wacky Wyatt's sign.

T. Kleist asked what other lighting is present at the location other than the Wacky Wyatt's sign. Mr. Berry stated there is a makeshift streetlight on the top of the pole. He stated they will have to design a bracket to attach the sign to the pole. One issue is how the sign will be powered. C. Taft asked if they have discussed the signage with Wacky Wyatt's. Mr. Berry stated they have not because the owners of Wacky Wyatt's do not own the building. C. Taft stated she is concerned about whether this sign will look good next to Wacky Wyatt's sign. Mr. Berry stated it will look better than the sign they previously had approved. He noted the Wacky Wyatt's sign is very colorful and it is not likely their sign would look out of place next to theirs.

C. Taft stated that many of the signs around their location were installed prior to the ARB being created. She noted that sometimes there are ways to maneuver around the guidelines a bit if they are considering a logo type of design, but it is very discouraged. She feels that both parties need to compromise in this situation if possible.

Chairman Mott stated he thinks if the ARB were to accommodate this applicant by approving their internally lit sign to increase the exposure of their business, this would set precedence. He noted all businesses want to maximize their exposure and this would open the door to other businesses applying for the same type of signage. He noted he has guidelines that clearly state this type of signage is not appropriate and this places the Board in a difficult situation in regard to this application.

D. Johnson stated that during the daytime a painted sign with the same colors would do exactly the same thing as the one proposed. The only issue now is what will happen with the sign at night. Mr. Berry stated they cannot install gooseneck lighting on the pole to accommodate what the Board would want. He stated gooseneck lights would look out of place in addition to the fact that the pole itself cannot accommodate the lighting. He feels their only option is to put a fully lit sign on that pole.

Mr. Berry stated he feels the pole should be considered grandfathered in regards to the guidelines and stated he thinks Wacky Wyatt's made that argument to get their sign approved. T. Kleist noted this was not accurate and Wacky Wyatt's did have to go through a review of their signage. T. Kleist noted that Gino & Joe's wanted a backlit sign as well, which was different from this proposal in that it had a white background and the background would be lit up. This was not approved. She noted the Board is trying to get away from box signs. She conceded that the Wacky Wyatt's sign is not historic in appearance, which is the direction the ARB is looking to go in for the Village, but that business had a "theme" which allowed for the neon to be used. The liquor store does not have a theme. She also noted that Wacky Wyatt's ran underground power to the sign. She asked if they had considered ground lighting to shine up on the sign. Mr. Berry stated that running power underground would be too expensive and also felt that ground lighting would not work because of issues like plowing and maintenance.

D. Johnson stated he is not convinced the Applicant cannot do gooseneck lighting on the pole. Mr. Berry stated if he is asked to use gooseneck lighting then he will just request a sign that extends from the top of the pole to the bottom of the Wacky Wyatt's sign to make it definitely visible. He stated he cannot understand why the Board is opposed to this sign when it is a nice looking sign that will complement the existing sign on the pole. He stated they are trying to do something attractive and efficient and neon is not either. He noted they have already wasted \$2000 on their other sign.

Mr. Berry stated he will have to put a meter on the pole for his sign as Wacky Wyatt's controls all the parking lot lighting, including the pole.

Mr. Berry stated he would like Board to understand their frustrations as this is their third meeting. Chairman Mott reminded the Applicant and the Board that this is only the first meeting with this application. The first meeting this Applicant came to was to approve their first sign proposal, which was approved based on the specifications that the Applicant provided. The second meeting they came to was to address the Board with their concerns regarding that new sign. He noted tonight's meeting is the first meeting regarding this new sign. Mr. Berry stated they are frustrated because they have been in business since May with no appropriate street signage.

Mr. Patel stated that most of signs in Baldwinsville are this same type of sign that they are proposing. C. Taft stated she understands this perspective, but asked that they try to understand the ARB's view regarding this type of sign. Chairman Mott noted that the Board has guidelines to work with and read the section of the guidelines that deals with internally lit signs. There are several guidelines the Board Members have to follow to make decisions regarding signage. Internal lighting for signs is a huge issue, as is plastic signage. Mr. Berry asked who wrote the guidelines that the Board has to follow. Chairman Mott stated that the Board of Trustees and professionals had written the guidelines.

Mr. Berry stated they could consider outlining the letters in neon, but noted it would still be a box sign. Mr. Patel stated he does not think neon will look good and is concerned it would blend in too much with the Wacky Wyatt's sign.

Mr. Berry stated he recognizes the Board is in a difficult position, but wanted the Board to understand that they are as well. He feels the Board is being headstrong regarding the guidelines. He stated that he is following what his are telling him regarding what type of sign he need.

Chairman Mott noted that all this had been discussed at the previous meeting and it does not sound like the Applicant attempted to follow the guidelines with this new proposal. Mr. Berry stated they did what the Board wanted with the first sign and ended up with a bad result. Chairman Mott stated that the ARB had not designed that sign, that the Applicant had. He stated that at last month's meeting the Board had clearly discouraged the type of sign they are currently proposing and gave the Applicant ideas as to what the Board would be flexible with. He noted the fact that they went ahead and proposed the very type of sign the Board had discouraged demonstrates an unwillingness to compromise on the part of the Applicant.

D. Johnson stated he still feels a painted sign with overhead lighting will work. Mr. Berry disagreed and stated he would not want to spend a few thousand more dollars and end up with a sign that does not work for them again. D. Johnson noted they are applying for a new sign and it does not really matter what is there now. He agrees their current sign does not work very well, but now that they are applying for a new sign that the Board has to evaluate according to the guidelines.

Mr. Berry asked what would be the maximum size allowed for a sign on the face of the building. Chairman Mott stated a sign can be 20% of the square footage of the storefront and a single projecting sign may not exceed an area of 24 square feet. Mr. Berry noted they can have a sign 38' across the storefront, 8' long and 3.5' in height. He stated they will just mount red neon channel letters spelling "LIQUOR" on the face of the building and skip the pole sign altogether. He stated if they are going to have to do a sign that is visible from the road, they will use every inch they can. C. Taft noted this idea does not address the fact that they stated they need visible road signage and she feels they do indeed need a sign on the road. She stated she feels this Applicant is dealing with the Board as if the ARB is trying to hold them back, which is not the case, and they are proposing this new type of sign to spite the Board. She again stated that if the Board were to grant the sign as proposed in the application, a business down the street would come to the Board and use their approval as precedence for a similar sign, which the Board has clearly stated they are moving away from. Mr. Berry asked why that would be a problem. Chairman Mott stated that this is not the look the ARB is trying to move towards in the Village. Mr. Berry stated he feels that the type of sign the Village would want to see would not match the Village. Chairman Mott stated he does not agree with the Applicant's assessment of the guidelines and the ARB's desired style of signage for the Village. R. Augello

stated it may not match the Village yet, but this is what the Board is working towards and they have to start somewhere. C. Taft pointed out that the majority of people like the way the Village is looking now. Mr. Berry stated he agrees that he likes how the Village is shaping up, but feels some of the guidelines are too strict. Chairman Mott stated the Village would not be shaping up without those guidelines. Mr. Berry stated he feels there need to be some realistic changes to the restrictions to avoid issues like this. He feels that backlit signs do not automatically look bad and can be done in a way that is aesthetically pleasing.

R. Augello noted that the sign as they are proposing has a cost to it and they will be spending money on a new sign regardless of what is agreed upon. She state she feels they would be better off to invest in better signage at the road rather than spending that money mounting letters on the storefront. Mr. Berry stated that he does not want to fight for the road sign any longer and they will just invest in the bigger building sign to make sure they can be seen from the street.

Mr. Patel stated that the NAPA (Hudson & Mowins) sign across the street was recently put up. He asked why they didn't have to change their type of sign when they put a new one up. The sign they put up was not the existing sign, but a brand new sign. Chairman Mott stated that he is not sure of the details regarding this sign, but that if it is up illegally then that will be dealt with. Mr. Patel stated if Hudson & Mowins can have that type of signage, they want it too. Chairman Mott pointed out that this is the very situation that the Board has been discussing with them, that if the Board approves their proposed sign, other businesses will ask why they can't have that type of sign, too. This is the very thing this Applicant has just attempted to do with the NAPA Hudson & Mowins sign.

Chairman Mott stated he will bring the NAPA sign to the CEO's attention. Mr. Patel stated that if the NAPA sign does not come down, it will prove that the Codes Enforcement Office has no clout and they will just put up their own sign as they proposed. Mr. Berry stated he feels that NAPA is a big company with a lot of money so they can obviously buy whatever sign they want and they do not have to adhere to code.

C. Taft encouraged the Applicant to keep the current sign in place until the sign issue is resolved and stated she feels that a road sign is very important for them to have. Mr. Berry stated he feels that it will be a continuous battle to get a sign that will work for that location and would rather just put that extra money and effort into the building sign.

Mr. Berry stated they are not trying to be difficult, but are just trying to get their business seen and not have an obnoxious sign.

T. Kleist stated that channel letters are not automatically going to be approved. She stated they will have to apply for this specifically. She noted she would rather have the sign proposed in the current application on the pole than channel letters on the building.

Mr. Berry wanted the Board to be aware that the holiday season is coming up and this is their biggest time of the year.

T. Kleist stated she feels this issue should be tabled and the Board should try to schedule a special meeting. The Board scheduled a special meeting for Tuesday, September 12, 2006 at 7:00 pm.

Chairman Mott asked the Applicant for permission to bring the application to his own sign designer to get ideas on how to accomplish the sign without using a backlit box design. Mr. Berry stated this would be fine with them.

#### **Nobles Plaza, Pierre's Grooming - sign ...**

Chairman Mott noted that no application has been received for this sign and it will be heard when one is received.

**Nobles Plaza, Decorative Touch Painting - sign ...**

The Applicant is not present. Chairman Mott stated he has spoken with John McFall and the sign will be the same color scheme as the other signs on this building. The lettering will be classic burgundy-26, the background will be the applesauce color, and the border will be the same as the lettering. He stated the paintbrushes on the sign will be vinyl as well. The border will be a wood trim border.

T. Kleist suggested outlining the letters in black to improve their visibility and give it dimension. D. Mott stated he will talk to John McFall about this.

D. Johnson noted that the application proposes flat vinyl lettering and Baldwinsville Glass used raised lettering. Chairman Mott noted that there is a cost difference and this is likely the reason for this.

R. Augello agreed that the letters would look better if they have the black outline that T. Kleist suggested. She feels it will make them look less like decals.

Upon motion by Chairman Mott and second by C. Taft to approve the sign for 89 Syracuse Street, Decorative Touch Painting. The sign will be 24" x 84" ½ -inch MDO board with flat vinyl lettering. The vinyl lettering will be burgundy classic -26 with black dimension outlining to give it a raised look. The trim will be burgundy-26 as well. The background will be Pittsburgh 316-4 or 316-5, whichever is darker.

**Motion passed.**

The meeting was adjourned at 8:30 p.m. The next Architectural Review Board meeting is scheduled for Monday, October 2, 2006 at 7:00 p.m.

Respectfully Submitted,

Susan A. LaQuay  
Architectural Review Board Secretary