

**VILLAGE OF BALDWINSVILLE**  
**ARCHITECTURAL REVIEW BOARD MEETING MINUTES**  
**Monday, December 5, 2005, 7:00 P.M.**  
Approved 1/2/06

**PRESENT:** Sarah Baker, Chairperson  
Dean Johnson  
Evelyn Mercer  
Connie Taft  
Toni Kleist

**ALSO PRESENT:** Susan LaQuay, Secretary

**GUESTS:** Lindsay Luu, State Farm Insurance

**APPROVAL OF MINUTES**

Upon motion by E. Mercer and second by C. Taft that the minutes of the November 7, 2005 meeting of the Architectural Review Board be approved as submitted. Motion passed.

Corrections on the minutes of the November 14, 2005 Special Meeting were noted. Upon motion by E. Mercer and second by C. Taft that the minutes of the November 14, 2005 Special Meeting of the Architectural Review Board be approved as corrected. Motion passed.

**OLD BUSINESS**

**State Farm Insurance sign - 16 ½ Salina Street - Lindsay Luu ....**

Chairperson Baker noted this application is for a sign. A new design has been resubmitted as requested at the November 7, 2005 meeting.

Ms. Lindsay Luu is present. She stated she had spoken to her corporate office regarding the fact that internally illuminated signs are not acceptable. She provided the Board with a copy of the choices of signage she was given by her company. She stated she chose the first sign. Ms. Luu stated she had spoken with the sign installer and they had agreed to keep the landscaping illumination from the ground. The sign will be the same as the original submission at the November 7 meeting, but the internal illumination will not be utilized. D. Johnson asked if it would still be built as a box sign. Ms. Luu confirmed this. She stated she and her corporate office had decided on this design in case the internally illuminated box sign is acceptable in the future so they will not have to redo the sign at that time. Syracuse Sign is installing the sign, but the actual sign is coming from Ohio.

Chairperson Baker asked what color the posts would be. Ms. Luu stated they would be pressure treated wooden posts and they would be painted, but she was not sure of the color at this time. Chairperson Baker asked if the posts would be new and Ms. Luu confirmed this.

Chairperson Baker noted the sign will be a 3' x 8.5' sign and black text will be used. The material for the sign will be aluminum cabinet with a black finish and lexan polycarbonate plastic faces. The graphics will be in vinyl inks. The high output fluorescent illumination will be included, but will not be plugged in.

T. Kleist stated the sign is still against the ARB Guidelines even though it is not internally illuminated because it is still a box sign. The structure of the sign is against the guidelines as well as the illumination.

Chairperson Baker noted that the existing sign for the business is acceptable to the ARB in its construction as well as appearance. Ms. Luu stated that it no longer acceptable to her company as the corporate office feels it is too dated in appearance and they want new agents to use the new sign designs provided.

T. Kleist suggested changing the construction of the proposed sign and use poly resin or foam core rather than the box construction and lexan polycarbonate. D. Johnson noted they could use the same foam lettering and graphics applied to a different material like wood or wood-look material. He also noted that the box would likely be wider than the posts and will stick out around the posts. This would be unacceptable. D. Johnson also noted the proposed sign with the electric component would likely be more expensive than the type of sign the Board is suggesting.

Chairperson Baker noted the Board has no problem with the corporate colors or the general appearance of the sign, but is not in favor of the construction of the sign. She stated Ms. Luu would need to use a poly-resin or foam core sign and suggested she have the sign company in Ohio construct the sign out of one of these materials. The colors, font, and lettering are acceptable. The construction is not.

Chairperson Baker noted she is aware of the issue of time and is aware that Ms. Luu would like to get this sign up as soon as possible. She stated she would write down for Ms. Luu what the Board is requiring so she can relay this to her corporate office. T. Kleist noted she could use MDO plywood as well.

D. Johnson emphasized that the sign should be no wider than the posts in thickness. He noted the proposed box sign would likely be 10" to 12" deep and the signposts would only be 4".

Chairperson Baker told Ms. Luu she will need to come back next month with a new proposal for the sign. Ms. Luu stated she will need to have her corporate office approve the new sign first and it may take more time. She noted Mr. Bonney will be gone as of January 1, 2006 and asked if she can have a temporary sign in the meantime, as she feels it will likely be at least two months before she will have a new sign proposal that is approved by her corporate office. D. Johnson suggested Ms. Luu could just put her name over Mr. Bonney's name on the existing sign using new letters. Chairperson Baker noted this would not even require review, as it would not be a new sign, just new lettering. She noted if the sign does indeed need to be completely changed in the future, Ms. Luu would then need to come back to the Board at that time. She suggested that Ms. Luu make certain that the material being used and the color of the posts is included in the new proposal. Chairperson Baker informed Ms. Luu that the precedent for not needing ARB review for the name change on the existing sign is the sign on the dental office across the street from Village Hall.

Ms. Luu stated she would resubmit an application in the future when her proposal is ready.

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

Respectfully Submitted,

Susan A. LaQuay  
Architectural Review Board Secretary