

## **EAST ROCHESTER PLANNING BOARD MINUTES**

PLACE: 120 West Commercial Street, East Rochester Village Offices  
DATE: January 10, 2012  
TIME: 7:00pm

### **PRESENT:**

Herb Allen, Chairman  
Matthew Hogan, Member  
Brandi Marino, Member  
Barb Marr, Member  
David Schultz, Member  
Hendrik van Edig, Member  
Amy Monachino, Alternate  
Molly Rountree, Alternate

Jim Herko, Building Inspector  
Rob Leni, Attorney  
Gary Smith, Parrone Engineering  
Tracie Miller, Recording Secretary

### **NOT PRESENT:**

John Alfieri, Member

Mr. Allen called the meeting to order at 7:00pm.

NOTE: Amy Monachino participated as a voting alternate.

### **1<sup>st</sup> Item on Agenda:**

312-326 West Commercial Street, parcel #138.84-1-8.1. New business owner, John Vallone is seeking approval to replace the existing sign face at the former Nonna's Restaurant. Mr. Vallone said that Instant Sign in East Rochester would be making the replacement sign for his new business, Good Smoke BBQ. Brandi Marino asked if only the sign panel was being replaced and if the size would change. Mr. Vallone confirmed only the panel would be different, but the size would stay the same. He went on to say the sign is two-sided and lit with 6 fluorescent tube lights.

Rob Leni informed Mr. Vallone that pole signs are no longer permitted in the Village, but this particular sign has an existing variance. Barb Marr asked when the new business is expected to open. Mr. Vallone said the anticipated opening is beginning to mid-March. Dave Schultz recused himself from the discussion and voting because he is a friend of the property owner. Herb Allen added to Rob Leni's comment by telling Mr. Vallone the existing sign has a variance and already exceeds the maximum amount of signage allowed under Village Code. Mr. Vallone asked if that included the windows. Rob Leni confirmed that it did include windows and told Mr. Vallone he would need to apply to the Planning and Zoning Board for another variance to add more signage. Herb Allen told Mr. Vallone that neon signs were not allowed in the Village. Rob Leni asked what the business hours

were and how long the sign would be illuminated. Mr. Vallone said the sign lights would be on a timer and turn off at the close of business, about 9:00 or 10:00pm (closed Sunday).

Barb Marr made a motion to accept the application as presented provided that the internal lighting would be on a timer and conform to Village Code for lighting hours. Amy Monachino seconded the motion. Voting was 6-0, all in favor.

**2<sup>nd</sup> Item on Agenda:** Margot Gilhart was present seeking approval for a sign permit to erect a new monument sign at East Rochester United Methodist Church, 357 Fairport Road. Margot started out by apologizing because the sign was already installed yesterday. She said the posts on the old sign were rotting and the new sign takes up the same amount of space as the original sign.

Rob Leni asked if the website address had been removed from the original sign proposal. Mrs. Gilhart said it had been removed from the new sign. Rob Leni asked how many signs were there total. Mrs. Gilhart said the nursery school sign was still there but she wasn't sure if any others would be added. Rob Leni said he wasn't aware of any variance for the property. Herb Allen said the Code allows the sign to be 24 square feet and the current sign is only 20 square feet. Margot Gilhart pointed out that the daycare sign hangs from the bottom of the church sign with hooks. Herb Allen said that was ok, as long as the daycare sign was less than four square feet per side.

Gary Smith asked what the new sign poles were made of. Mrs. Gilhart said they were aluminum. Herb Allen asked if the new sign was less than six feet tall, because there was no height dimension on the drawing. Mrs. Gilhart was unsure of the height. Mr. Leni asked if the sign was lit and if so, during what hours. Mrs. Gilhart said it was lit with floodlights and the hours would be the same as they were previously.

Matt Hogan made a motion to approve the sign as presented provided the height doesn't exceed six feet tall, the Storybook Childcare portion of the sign doesn't exceed four square feet, the overall size does not exceed 24 square feet and the illumination time complies with the current Village Code. Dave Schultz seconded the motion. Voting was 7-0, all in favor.

Mrs. Gilhart went on to say that Fairport Road is beginning to look like Henrietta with all the signs and she is pleased the Village is working on revising the sign codes.

**Old Business:** There was no old business to discuss.

**New Business:** Jim Herko asked the Board for a preliminary review of a new sign John Holtz Acura would like to erect. Mr. Herko produced drawings showing the current and proposed sign.

Mr. Allen asked if they were looking to increase the size of the sign. Mr. Herko said they were not going to change the size but they have a new owner and want to change the name. Mr. Allen asked if they would be present at the February Planning Board Meeting and Mr. Herko said they would be. Mr. Allen pointed out that the proposed sign has a few more

letters than the old sign and wondered if it was longer. Mr. Allen asked if the property already had a sign variance. Jim Herko said yes, they do. Mr. Allen asked the Board Members if anyone had any issues with the proposed sign, to which they all replied they did not. Mr. Allen said as long as the size doesn't exceed the current variance, the sign looks fine. Mr. Allen asked Mr. Herko to determine what size the current variance allowed.

Another item of new business that Mr. Herko brought up was a sign proposal for Hoselton Chevrolet. Hoselton would like to update their sign at the corner of Marsh and Fairport Roads and would like to know if any Planning Board Members would like to be involved with the new sign development committee. Mr. Hogan asked Jim Herko if he has seen the proposed sign plans. Mr. Herko said he has not seen them because they are in the preliminary stages. The Board agreed that they would need to see the plans and the current variance on file.

A motion to approve the December 13, 2011 meeting minutes was made by Dave Schultz and seconded by Hendrik van Edig. Voting was 7-0, all in favor.

A motion to adjourn was made by Brandi Marino and seconded by Amy Monachino. Voting was 7-0, all in favor of adjourning.

The meeting adjourned at 7:38pm.

Respectfully submitted

Tracie Miller  
Recording Secretary