

EAST ROCHESTER PLANNING BOARD MINUTES

PLACE: 120 West Commercial Street, East Rochester Village Offices
DATE: August 9, 2011
TIME: 7:00pm

PRESENT:

Herb Allen, Chairman
Matthew Hogan, Member
Brandi Marino, Member
Barb Marr, Member
David Schultz, Member
Hendrik van Edig, Member

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

NOT PRESENT:

Herman Parson, Member

Mr. Allen called the meeting to order at 7:02pm.

NOTE: The order of the Agenda items was reversed

1st Item on Agenda:

119 Despatch Drive, parcel #139.70-1-85. Andrew Carpentier from Rochester Magnet Company introduced himself as the building owner and said that currently there is no sign on his property and he would like to erect a freestanding sign.

Mr. van Edig asked if the sign would be illuminated and Mr. Carpentier said it would not be. Barb Marr asked what the actual size of the sign would be because there was a discrepancy between the picture dimensions and what was written on the application. Mr. Carpentier explained that the overall dimensions were 36 inches by 96 inches as the application stated. The discrepancy was due to the arrows on the sign which extended past the edge. Ms. Marr also asked how high above ground the sign would be. Mr. Carpentier said it would be five feet tall.

Mr. Allen asked if anyone in the audience had any comments and no one responded. Dave Schultz made a motion to approve the application as presented subject to the total sign height not exceeding six feet. Matt Hogan seconded the motion. Voting was 6-0, all in favor.

2nd Item on Agenda:

350 West Commercial Street #138.84-1-10. Building owner, John Sebastian along with Greg Peter and the building tenants were present requesting to keep the existing building signs and also apply for a directory sign.

Rob Leni told the Board that Mr. Sebastian was in court because signs were erected or modified without Planning Board approval and are in violation of the Village Code. Mr. Leni stated that the court case has been adjourned pending Planning and Zoning Board approvals. Mr. Leni went on to say that more than two signs on a building is excessive and needs a variance granted by the Planning and Zoning Board.

Mr. Sebastian said that all signs have been taken down except the Re-Bath and Village Yarn Shop signs. He produced a picture of the current building signs. Mr. Leni pointed out that the Instant Sign Center sign was approved by the Planning Board last month, but is still subject to a variance being granted by the Zoning Board.

Mr. Allen said the current Re-Bath sign was modified from the original application (for a red sign) and not approved by the Planning Board. He also said the red awning was approved initially with the Instant Sign Center name on it, but not the Village Yarn Shop. Mr. Sebastian said the original awning was blue and the Village asked him to change it to red to match the Piano Works Mall. Mr. Sebastian also said each of his tenants would like their name on the building and the directory sign. The owner of Re-Bath said that he would like to keep his current building sign. Karen from the Village Yarn Shop said she would also like to keep her current building sign. Kat Baldwin of Instant Sign Center said she removed her business name from the awning and currently only has a sign above the door to her business.

The Board Members agreed that the application was incomplete and they could not approve Mr. Sebastian's request without a complete proposal.

Rob Leni explained to Mr. Sebastian and his tenants that the Board cannot approve the building signs individually. The applicants need to decide what they want and submit a complete application with a rendering of each sign, its placement on the building, dimensions, colors, fonts, lighting needs and a survey map showing where the directory sign will be erected to make sure it is not in the right-of-way. He also said each time a sign changes, it needs to be approved by the Planning Board. He went on to say the Planning Board can only approve the architectural aspect of the signs and a variance needs to be granted by the Zoning Board for the excess number of signs.

Mr. Leni asked the size of the directory sign. Kat Baldwin said it would be four feet by six feet. Mr. Leni said it can be larger than 34 square feet with Board approval. Barb Marr suggested extending the awning and adding Re-Bath to it. Mr. Sebastian asked if two names could be put on the canopy and Ms. Marr said with Planning and Zoning Board approval. Mr. Leni advised not spending money on a sign until it was approved by the Planning and Zoning Boards.

John Sebastian said that a representative from Re-Bath came to the Village to ask about changing the sign and someone gave him verbal approval. Kat Baldwin asked about the application and fee that she submitted. Mr. Leni said that it was a separate application and should be on the agenda separately from Mr. Sebastian's application. Mr. Leni also went on to say that her sign application was approved by the Planning Board and was just awaiting a variance from the Zoning Board. Gary Smith reiterated that if a new tenant comes into the building and a sign is being changed it needs to get architectural approval from the Planning Board.

Rob Leni recommended postponing the Zoning Board application until the Planning Board can make a recommendation. Mr. Leni also asked Ms. Baldwin to table her Zoning Board application until the September meeting, which she agreed to. Mr. Leni told Mr. Sebastian he would adjourn his court date until the Boards have given their decision. Karen from the Village Yarn Shop asked if a new application needed to be filed if the tenants were currently happy with their signs. Mr. Leni explained that the current signs have never been approved and need Board approval. Matt Hogan said that if the building had a "template" for sign placement, then each time a tenant came and went their sign could be evaluated without reviewing the whole building.

All parties agreed to table the applications until the September Planning and Zoning Board Meetings.

Old Business: None

New Business: Barb Marr asked if there were fall classes offered at Monroe County Planning and Development and if the Board could be notified of who needs to complete their CE classes for the year. Tracie agreed to e-mail this information to the Board.

A motion to approve the July 12th meeting minutes was made by Matt Hogan and seconded by Brandi Marino. Voting was 6-0, all in favor.

A motion to adjourn was made by Dave Schultz and seconded by Matt Hogan. Voting was 6-0, all in favor of adjourning.

The meeting adjourned at 8:51pm.

Respectfully submitted,

Tracie Miller

Recording Secretary