

EAST ROCHESTER PLANNING BOARD MINUTES

PLACE: 120 West Commercial Street, East Rochester Village Offices
DATE: October 8, 2013
TIME: 7:00pm

PRESENT:

Herb Allen, Chairman
Matthew Hogan, Member
Brandi Marino, Member
Amy Monachino, Member
David Schultz, Member
Barb Marr, Member
John Alfieri, Member
Lafayette Eaton, Alternate

David Mayer, Attorney
David Smith, Building Inspector
Jennifer Raymond, Recording Secretary

NOT PRESENT:

Molly Rountree, Alternate
Gary Smith, Parrone Engineering

The meeting was called to order at 7:00 pm and the Pledge of Allegiance was recited.

1st Item on Agenda:

101 Despatch Drive, parcel #139.69-2-31 Leo's Bakery. Josh Palmer from Palmer Vital Signs presented, seeking architectural review and a sign permit with a variance for a new channel lit 32 square foot building sign on the new building addition (facing North Washington Street). Lettering to be slightly raised to stand out, burgundy oval not to be lit, neon white line to accent the burgundy oval.

David Schultz asked about the sign being on a timer. David Smith said it could be made a condition of the sign permit. David Mayer stated that there is a town code (Article IV Chapter 193-15 section E) requiring sign

illumination shall cease at the close of business hours or 12:00 midnight, whichever is later.

David Smith mentioned to the board that there is a request for a variance for excessive signage (the new signage would bring the building's total square footage for signage to 62 square feet).

A motion was made by David Schultz for architectural approval as presented. Brandi Marino seconded the motion. Voting was 7-0, all in favor.

Barb Marr made a motion for a positive recommendation to the Zoning Board for the sign as proposed. Amy Monachino seconded the motion. Voting was 7-0, all in favor.

2nd Item on Agenda:

202 North Washington, parcel #139.69-1-9.1 Perlo's. Brian DiNardo of Stone Road LLC presented, seeking architectural review for replacing the existing sign on the front (N. Washington side) with a projecting/ roof sign and a new wall mount sign on the back (parking lot) side of the building, and add a new sign on the (Walnut Street) side of the building.

The board discussed whether projecting signs and roof signs are permitted under Town code. It was determined that these types of signs are not permitted. Herb Allen mentioned concerns for the amount of square footage of signage being proposed. Several different location and sign type options were discussed between board members and the applicant. Ultimately, Mr. DiNardo requested to table his application while he researches new sign design options. Therefore, the application will stand tabled pending a request by the applicant to be put back on the agenda.

A motion was made by John Alfieri to table the application as submitted (no new signage has been approved at this time). Brandi Marino seconded the motion.

Voting was 7-0, all in favor.

3rd Item on Agenda:

309 West Ave, parcel #138.84-1-74. At the request of the applicant, Lisa Buck, the application will be tabled until the November meeting. A motion to table the application was made by Amy Monachino and seconded by Brandi Marino. Voting was 7-0, all in favor.

Old Business:

141-143 West Commercial Street, parcel # 139.77-2-39 The Dog Spaw. Owner Lalit Shah presented, seeking architectural review for façade upgrades and changes, new awnings, gutters, windows and trim.

Mr. Shah explained that the EIFS (Exterior Insulation Finishing System) façade that was presented to the board previously would be too expensive. He provided a sample of composite cement block that can be painted. Mr. Shah spoke about awnings to be installed over all windows on the front of the building and shutters for the windows on the side of the building. There was also discussion for cultured stone to be on the bottom portion of the front of the building. Different color schemes were discussed.

Barb Marr made a motion to approve the application as presented for façade changes, all twelve steps listed on the application, contingent upon approval from David Smith and Marty D'Ambrose who will be working in a 'village advisory' capacity with Mr. Shah. Board members will be kept updated. David Schultz seconded the motion. Voting was 7-0, all in favor.

New Business:

101-107 West Commercial Street, parcel # 139.77-4-37 Eagle Auto Store. Attorney Daniel McDonald acting as agent for 107 W. Commercial Street Associates presented, seeking preliminary architectural review for façade upgrades to upper portion of the building with dryvit, and windows to be surrounded with white dryvit reliefs. Shutters are to remain on windows that currently have shutters.

David Smith asked if the building is wood or brick; if it is a wood building, special inspections will be required to attach the dryvit. Mr. McDonald said he would find out and provide the information in the construction plans accordingly.

A motion was made by Amy Monachino to approve the application as proposed to upgrade the outside façade on the upper level of the building. The applicant will come back before the board at the November meeting for formal review with renderings and elevations. John Alfieri seconded the motion. Voting was 7-0, all in favor.

A motion was made by David Schultz to approve the September 10, 2013 Planning Board minutes. Barb Marr seconded the motion. Voting was 7-0, all in favor.

David Schultz made a motion to adjourn at 8:30 pm. Barb Marr seconded the motion. Voting was 7-0, all in favor.

Respectfully submitted,

Jennifer Raymond
Recording Secretary