

Minutes of the regular meeting of the Planning Board, held in Williamsville Village Hall, 5565 Main Street, Williamsville, New York on Monday, September 2, 2008 at 7:30pm

ROLL CALL: Present: Kevin Lester, Chairman
Charles Rizzone
Catherine Kulpa
Walter Pacer
Wesley Stone
David Vitka
Edward Zabel

Also present: Shawn Michel, Alternate
Jeffrey Kingsley, Trustee Liaison
Mary E. Lowther, Mayor
Brian Fineberg, Code Enforcement Officer
Deborah A. Habes, Deputy Clerk

Absent: William Wutz, Alternate
Charles D. Grieco, Village Attorney

Chairman Lester opened the meeting at 7:30 p.m. with the Pledge of Allegiance.

ON MOTION by Mr. Rizzone, seconded by Mr. Zabel, it was moved to approve the minutes of the last meeting held on August 4, 2008, as revised (see attached copy of revised minutes).

Unanimously carried.

Log# 08-09-12
2 Wall Signs
(A) West wall
(B) East wall

5329 Main Street (C-3)
DiCamillo Bakery

Skip DiCamillo, property owner, and Chris McCaffrey of Ulrich Signs, Inc., were present to represent the sign application.

Mr. McCaffrey presented a more true-to-color sample of the proposed burgundy color. This color appeared to be a close match to the original burgundy color of the existing projecting sign. Mr. McCaffrey explained that because the paint color of the original sign has been discontinued, he has chosen Pantone #491 as the closest to the original. Mr. DiCamillo stated that he was proposing the addition of a wall sign on the east wall and another on the west wall of the building to increase his customer base by making the business more easily identifiable. He explained that he gets several calls a week from people who can't find the building. He said that he doesn't have as much trouble at night, since the existing projecting sign is illuminated, but during the day it is difficult for

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people to locate the business. Mr. DiCamillo decided against installing lighting for the wall signs. If he changes his mind in the future he was informed that he must come before the Planning Board with another application for lighting.

ON MOTION by Mr. Lester, seconded by Mr. Pacer, it was moved to approve the wall signs (A) and (B) as submitted, as follows:

1. The approved color is Pantone #491.
2. As long as the sign code allows for two wall signs and their proposed location.
3. The height measurements and placement of the signs must be indicated on the sign plans.
4. Installation of any future goose neck lighting fixture(s) over each sign must be in line with the existing gooseneck lighting fixtures along the east wall and the owner would have to come before the Board for approval of any lighting.

Unanimously carried.

Log# 08-09-11

Freestanding Sign (West)

5330 Main Street (C-3)

Townsend Square (west side)

Benderson Development, Owner

David Mavis of Benderson Development, was present to represent the sign application for a freestanding sign to be located to the west of the Townsend Square building. This proposed sign is to mirror a new freestanding sign to the east of the building, to be erected at the corner of N. Long St. and Main St., replacing an existing pole sign near that location. No illumination is proposed. The structure will measure 14' high by 7'-10" wide at the base. Mr. Mavis stated that second floor tenants will not be featured on the freestanding sign and would only have wall signage. Mr. Mavis stated one of the reasons for adding another freestanding sign to Townsend Square was to provide for better tenant recognition for traffic going in both an easterly and westerly direction. The Board stated that both McDonald's and Townsend Square are located on one single parcel. The sign code allows only one freestanding sign per parcel, therefore, with this proposal, there would appear to be 2 freestanding signs that are not allowable by code. McDonald's wants a new freestanding sign at the corner of Main and N. Union and there is already a freestanding sign at the corner of N. Long and Main St. Mr. Mavis stated that he understood that a new freestanding sign at N. Long and Main has already been approved by the Building Dept., since it complied with the sign code. However, the Board disagreed with the apparent approval of this sign since it would exceed the number of freestanding signs allowed by the sign code on one parcel. The Board reiterated that at the last Planning Board meeting held August 4th, they requested a holistic sign plan for the entire parcel be submitted for their review. The Board further contended that a cohesive, holistic sign plan for the parcel will eliminate the current piecemeal approach to

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signage. Walgreens on the opposite side of Main Street has one freestanding sign at the corner of Main and S. Union Rd., which includes signage for Walgreens and any future tenants. Could McDonald's signage be included with that of the tenants of Townsend Square into one freestanding sign?

ON MOTION by Mr. Stone, seconded by Mr. Pacer, it was moved to TABLE this application.

On the question, Ms. Kulpa stated she would like to reject this proposal and have a new proposal brought before the Board. She believes rejecting this proposal, instead of tabling it, would make a stronger statement in relaying the issue to the applicants that the number of proposed pole signs exceeds the limit allowed for the parcel by the sign code.

On the motion to TABLE:

Roll Call:	Rizzone	Yes
	Vitka	No
	Stone	Yes
	Lester	No
	Pacer	Yes
	Zabel	Yes
	Kulpa	No

Motion passed. 4 – 3. Sign application TABLED.

Further discussion:

Mr. Mavis asked about the status of the proposed sign at the corner of N. Long and Main St. The Board believes that since that sign is replacing an existing one, it must be considered a new sign, and as such, already exceeds the number of pole signs on a parcel as allowed by the sign code, which allows for only one pole sign per parcel. He asked about the possibility of getting some signage up for Spot Coffee's proposed opening in December. The Board told him there was still time to get some wall signage up if he comes before the Board in Oct. or November.

In the absence of the Village Attorney at this meeting, Trustee Kingsley suggested that the Board come up with an itemized list of all sign issues and contact Mr. Grieco so that a letter could go out to all the sign applicants for this parcel requesting a comprehensive, holistic sign plan for the entire parcel. It then could be discussed at the next Planning Board work session. Ms. Kulpa added that all directional signage should also be included in any holistic sign plan for the entire parcel, since both McDonald's and Townsend Square will have directional signage in addition to the name signage. Ms. Kulpa said she believes that the sign code is lacking and sees no need for pole signs in the

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Village. She suggested the Planning Board take a look at the sign codes of the villages of East Aurora and Orchard Park, since they are communities that are similar to the Village of Williamsville. Mr. Vitka said he would like to see a special work session to discuss a holistic sign plan for the entire parcel. Trustee Kingsley said he would relay the Planning Board's suggestions to the Village Board.

ON MOTION by Mr. Zabel, seconded by Mr. Pacer, it was moved to adjourn the meeting at 8:30 p.m.

Unanimously carried.

Deborah A. Habes
Deputy Clerk

The next Planning Board work session meeting will begin at 7:00 p.m. on Monday, October 6, 2008, unless otherwise noted.

Please confirm your attendance with Donna in the Building Dept. at 632-7747 or by email at dkaminska@village.williamsville.ny.us

Thank you!

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