

Minutes of the regular meeting of the Village of Williamsville Planning and Architectural Review Board, held in Williamsville Village Hall, 5565 Main Street, Williamsville, New York on Tuesday, September 8, 2009 at 7:30pm

ROLL CALL:

Present: Kevin Lester, Chairman
Catherine Waterman-Kulpa, Member
Wesley Stone, Member
David Vitka, Member
Charles Rizzone, Member
Edward Zabel, Member
Walter Pacer, Member

Shawn Michel, Alternate Member

Also present: John Pidgeon, Code Enforcement Officer
Charles D. Grieco, Village Attorney
Deborah A. Habes, Deputy Clerk
Brian Geary, Trustee

Absent: William Wutz, Alternate Member
Jeffrey L. Kingsley, Trustee Liaison

Chairman Lester opened the meeting with the Pledge of Allegiance.

ON MOTION by Mr. Rizzone, seconded by Mr. Zabel, it was moved to approve the minutes of the August 3, 2009 meeting as submitted.

Roll Call:	Rizzone	Yes
	Vitka	Yes
	Stone	Yes
	Lester	Yes
	Pacer	Abstained
	Waterman-Kulpa	Yes
	Zabel	Yes

Motion passed.

Log #09-09-10

Architectural Review

5845 Main St. (C-2)

Buffalo Dental Group

Dr. Bernard Kolber, owner, and Adam Rizzo of Solar Liberty were present to represent the application.

This is an application for installation of solar panels on the east facing roof of the building. The 2" thick black panels will be flat and have black frames. The panels will sit 1" above the roof surface to provide for proper ventilation. All necessary

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conduits will be hidden from view to the extent possible. The applicant has received a grant from NYSERDA for energy conservation and the work must be completed this season. The Board asked if the panel closest to Main Street could possibly be moved further back on the roof, so as to reduce its appearance from Main Street. The applicant agreed that he would prefer it to be further back and if it were possible from an engineering standpoint, then he would be in favor of repositioning it. Mr. Rizzo said he would investigate it further with his engineering staff.

ON MOTION by Mr. Zabel, seconded by Mr. Pacer, it was moved to approve the solar panels as submitted, with the hope that if it is possible from an engineering standpoint, the panels closest to Main Street will be repositioned further back on the roof surface so as to reduce the view of the panels' appearance from Main Street.

Unanimously carried.

<u>Sign/Log #09-09-21</u> <i>Freestanding Sign</i>	<u>5893 Main St. (C-2)</u> <i>Parings Wine Bar</i>
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Sheila Paolini, business and property owner, was present to represent the application.

Ms. Paolini stated that the missing finial cap on one of the sign posts has been replaced. This sign will read "Parings Wine Bar". The background surface of the existing two-sided freestanding sign will be covered in a smooth, glossy vinyl graphic which will be applied over the existing sign board. The smooth surfaced background vinyl graphic will consist of a tan-colored, rough textured-look. The lettering for "Parings" will be in black with the lettering for "Wine Bar" in "merlot" (Pantone 506). The address number will be located at the top of the panel. Existing ground lighting will be utilized. The sign is erected perpendicular to the sidewalk on the front lawn of the property. Ms. Waterman-Kulpa expressed her concern with the possibility of glare created from the glossy surface of the vinyl graphic.

ON MOTION by Mr. Stone, seconded by Mr. Pacer, it was moved to approve the sign as submitted.

Unanimously carried.

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Sign/Log #09-09-22

Wall Signs

(A) Rear building – North elevation

(B) Building at Main Street – East elevation

5475 Main St. (C-2)

The Evans Agency Insurance

Mr. Lester stated for the record that he is insured through this agency.

Lynn Frank, of The Evans Agency Insurance, and Ken Krzeminski of DKM Signs, were present to represent the applications.

(A) Rear Building – North elevation

White non-illuminated channel letters reading “The Evans Agency Insurance” will be applied to the North elevation of the brick front of the building. The corporate logo consisting of a round orange circle with a white “e” inside it will be located to the left of the lettering. The overall width of the sign will measure 180”, with the logo width measuring an additional 34”. The color of the logo is Pantone 142 – orange.

ON MOTION by Ms. Waterman-Kulpa, seconded by Mr. Stone, it was moved to approve the sign as submitted.

Unanimously carried.

(B) Building at Main Street – East elevation

The existing 8’ wide by 4’ high sign board will be used. “The Evans Agency” will be gray (Pantone 9 C); the word “Insurance” will be in the corporate orange (Pantone 142) as will the orange and white round corporate logo to the left. A gray directional arrow will be located at the bottom of the sign board. This glossy surfaced aluminum sign board faces east and will not be illuminated. It will be erected level with the existing sign board of the Moses Insurance Agency to its right. The gray arrow will also be in line with the arrow on the Moses sign.

ON MOTION by Ms. Waterman-Kulpa, seconded by Mr. Pacer, it was moved to approve the sign as submitted, it being placed in the same location as it is currently, the same size and shape as it is currently, with the gray arrow level with the arrow on the adjacent sign.

Unanimously carried.

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Log # 09-08-19

5305 Main St. (C-3)

Wall Signs

Panera Bread

(A) North elevation

(B) South elevation

Awnings

(A) Striped with corporate wheat graphic (North elevation- Main Street façade - Center bay)

(B) and (C) Striped – Either side of Center Bay.

(Other) Wheat /Striped Awnings – East elevation

Jamie Lorenz of Smart Design Architects, and Eric Recoon of Benderson Development, were present to represent the applications.

Ms. Waterman-Kulpa stated for the record that she went to college with Ms. Lorenz.

These applications were tabled at the August 3, 2009 Planning Board meeting.

Wall Signs

(A) Wall Sign - North elevation – Main Street Façade

This painted aluminum sign panel will be mounted over the second easternmost bay and above the awning. This sign will measure 20'-4 ½" wide by 27 ¾" high. The background will be Panera Green (Pantone 5757U). White acrylic lettering will read "Panera Bread". A corporate logo called "Mother Bread Logo" will be centered between the words. Lighting of the sign panel will be provided by four (4) 18" long overhead black stick lights that will illuminate the panel.

ON MOTION by Mr. Zabel, seconded by Mr. Rizzone, it was moved to approve the sign and lighting as submitted.

Unanimously carried.

(B) Wall Sign - South elevation – Rear Entrance

This painted aluminum sign panel will be flush mounted over the rear entrance doorway to the tenant space. It will measure 82" wide by 61.6" high and will be located over the south side (rear) door of the tenant space. The sign will consist of white acrylic letters to read:

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“Panera Bread” and a “mother bread” logo on sage green background panel. Lighting will consist of three (3) 18” long overhead black stick lights that will shine down on the sign board.

ON MOTION by Mr. Zabel, seconded by Mr. Stone, it was moved to approve the sign and lighting as submitted.

Unanimously carried.

Awnings

(A) Striped with corporate wheat graphic (North elevation- Main Street façade - Center bay)

This awning is located directly under the sign board. There is no verbiage on the awning. A graphic consisting of a sheaf of wheat is located on the left side of the screen printed vinyl fabric cover. The colors consist of stripes of custom Panera Bread Plum, Panera Bread Yellow and Panera Bread Green. Lighting will consist of 2 black overhead gooseneck lamps.

(B) and (C) Striped – either side of central bay.

Ms. Lorenz stated that neutral awnings were being presented on either side of the central bay, as per the Board’s request of the August 3rd meeting. Striped awnings in Panera Plum, Panera Green and Panera Yellow are proposed. Lighting will consist of one black gooseneck lamp over each awning.

The third bay from the east is not occupied by Panera Bread, but for the sake of symmetry, a Panera awning is being proposed for that bay. This will provide the symmetry the Board requested at their August 3rd meeting. Ms. Waterman-Kulpa stated her preference for solid color awnings on either side.

ON MOTION by Mr. Rizzone, seconded by Mr. Stone, it was moved to approve the gooseneck lighting as submitted, with the gooseneck over the third bay from the east to remain intact.

Unanimously carried.

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ON MOTION by Ms. Waterman-Kulpa, seconded by Mr. Pacer, it was moved to approve awnings (B) and (C) as submitted on drawing T-139a-V4, as follows:

In the event that the third bay from the east is leased to another tenant who wishes to replace the approved striped awning of said bay, it being the intent of the Planning Board that the awnings on the easternmost façade remain balanced on either side of the Panera Bread wall sign, then both the awning on the first bay from the east and the awning on the third bay from the east can only be replaced by matching SOLID color awnings in a color of Panera's choosing, that being one of the following custom Panera Bread colors: solid Panera Plum OR solid Panera Yellow OR solid Panera Green.

Unanimously carried.

(Other) Wheat /Striped Awnings – East elevation – Three (3) window awnings on the east elevation of the tenant space will consist of both the wheat graphic and stripes. The colors will consist of the custom corporate colors of Panera plum, Panera yellow and Panera green. Black gooseneck lamps will illuminate each awning from above, as per drawing T-139b-V4.

ON MOTION by Mr. Zabel, seconded by Mr. Stone, it was moved to adjourn the meeting at 8:50 p.m.

Unanimously carried.

**The next regularly scheduled Planning Board meeting will be held on
October 5, 2009, at 7:00 p.m.**

Respectfully submitted,

Deborah A. Habes
Deputy Clerk