

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 Monday, January 4, 2010 at 7:30pm

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

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

Absent: Edward Zabel, Member
Shawn Michel, Alternate Member
William Wutz, Alternate Member
Jeffrey L. Kingsley, Trustee Liaison

Chairman Lester opened the meeting with the Pledge of Allegiance.

ON MOTION by Ms. Waterman-Kulpa, seconded by Mr. Vitka, it was moved to approve the minutes of the last meeting held on December 7, 2009, as submitted.

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

Motion carried.

<u>Log #10-01-01</u> <i>Projecting Sign</i>	<u>30 Los Robles</u> <i>Vogue Salon, Day Spa & Boutique</i>
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David Manning, sign rep, and the three business owners, were present to represent the application.

This is an application for installation of a bracketed double-sided 2' wide by 4' high vinyl fabric sign to be installed at the salon's entrance on the north facing exterior wall (parking lot side) of the building at 30 Los Robles. The total square footage of the entire sign will be 8 sf. The background will be black with white lettering to read: "*Vogue*

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Salon – Day Spa & Boutique". A purple colored "V" will occupy the upper portion of the sign. The sign will not be illuminated.

Mr. Manning stated that the new sign will identify the side entrance to the business and is designed to direct customers to this new second entrance which is intended to improve the flow of customer traffic within the salon space. He stated that the owners have recently completed a renovation of the interior, re-branding the business with a whole new updated, contemporary look. This new look is to be represented on the exterior with new signage. The first step of the eventual signage overhaul is a new projecting business sign to identify the second entrance on the north side of the building. The new projecting sign incorporates the business's newly branded logo and font.

Board's comments:

- 1) Use of vinyl fabric is not to sign code.
- 2) Use of vinyl would set a precedent for Village.
- 3) Method of attachment of sign to brackets.
- 4) Method of attachment of brackets to building.
- 5) The safety of the brackets. Use of vinyl pockets at top and bottom bracket arms would not provide long-term safe support for sign.
- 6) Sign does not match the style of the existing wall sign.
- 7) Would like to see a solid wood or wood-like backing for the sign, as per sign code.

ON MOTION by Ms. Waterman-Kulpa, seconded by Mr. Stone, it was moved to adjourn the meeting to Executive Session at 7:58 p.m. to discuss a legal matter.

Unanimously carried.

ON MOTION by Mr. Rizzone, seconded by Mr. Vitka it was moved to return to the regular agenda at 8:05 p.m.

Unanimously carried.

The Board asked if a vinyl facing could be adhered to a wooden or wood-like backing? Mr. Manning said it was possible to mount it, but it would still have a top and bottom pocket for attachment to the bracket arms. He stated that there would be spring hinges on the back end of each bracket that can withstand 60 mph winds.

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Ms. Waterman-Kulpa stated that for safety reasons, the sign should be mechanically affixed to the brackets and not a vinyl fabric sleeve slipped over the brackets. The sign should be framed and of solid construction.

Mr. Manning stated that he is aware of a product called Control Tack (sic) that can be adhered to a hard surface but he thought a sleeve would still have to be used at top and bottom.

ON MOTION by Ms. Waterman-Kulpa, seconded by Mr. Pacer, it was moved to **DENY** the application as submitted.

Roll Call	Rizzone	Yes
	Vitka	No
	Stone	No
	Lester	No
	Pacer	Yes
	Waterman-Kulpa	Yes

Motion failed. 3 – 3.

ON MOTION by Mr. Stone, seconded by Mr. Rizzone, it was moved to accept the **color, size, and font** of the sign, as submitted, with the following conditions:

- 1) The construction of the sign is to conform to the Village Sign Code, as it pertains to “projecting signs”.*
- 2) The existing “No Parking” wall sign on the north face of the building, must be re-located to the east of the salon’s north-side entrance door.*

Motion carried. 6 – 0.

<u>Log #10-01-02</u> Wall Sign	<u>5543 Main St.</u> The Guitar Guild
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No one was present to represent the application.

This is an application for an 8’ wide by 16” high wooden wall sign to be erected above the picture window of the tenant space at 5543 Main Street. The raised border and

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lettering will be stained dark. The letters will measure 10” and 6”. The sign will read: “The Guitar Guild”. The sign will not be illuminated.

Board’s comments:

Questioned visual appropriateness of sign.
Font is difficult to read.

ON MOTION by Ms. Waterman-Kulpa, seconded by Mr. Pacer, it was moved to **TABLE** the application until the next meeting when a representative is present to answer any questions.

Motion carried. 6 – 0.

ON MOTION by Ms. Waterman-Kulpa, seconded by Mr. Vitka, it was moved to adjourn the meeting at 8:45 p.m.

Motion carried. 5- 0.

The next regularly scheduled Planning Board meeting will be held on:

Monday, February 1, 2010

Work Session at 7:00 p.m.

Regular meeting at 7:30 p.m.

Respectfully submitted,

Deborah A. Habes
Deputy Clerk