

WEBSTER TOWN PLANNING BOARD MINUTES

PLACE: Webster Town Board Meeting Room 1002 Ridge Road

TIME: 7:00 p.m.

DATE: 21 September 2021

PRESENT:

Anthony Casciani, Chairman

Dave Malta, Vice Chairman

Dave Arena, Secretary

Derek Meixell

John Kosel

Mark Giardina

Josh Artuso, Director of Community Development

Katherine Kolich, Recording Secretary

ABSENT:

Raja Sekharan, Attorney

Mr. Casciani: Welcome to the September 21, 2021 Planning Board meeting. We have two scheduled matters.

Pledge of Allegiance/Roll Call

Summary overview of outcome:

TO THE CORE PILATES-sign

Applicant: Erin Ferrente

Drawing: N/A

Dated: N/A

Revision: N/A

Status: **APPROVED w/ drawing dated 8.19.21**

MOBIL GAS STATION -sign

Applicant: Total Image Solutions

Drawing: N/A

Dated: N/A

Revision: N/A

Status: **APPROVED w/ conditions:**

- **Only MOBIL letters are to be illuminated**
- **With drawing number 9914**
- **Any additional signage needed will need to be approved**

Dave Arena read the first application:

TO THE CORE PILATES SIGN: Located at 1028 Ridge Road. Applicant Erin Ferrente is requesting **SIGN APPROVAL** to allow (1) 29 square feet building mounted sign within the Towne Center at Webster Plaza on a 9.1-acre parcel having SBL # 079.12-1-20 located in an HC High Intensity Commercial District under Section 178-7 of the Code of the Town of Webster.

Appearing before the board was Erin Ferrente, I am the owner of To the Core Pilates. I am seeking sign approval for my studio in the town center plaza.

Mr. Casciani: Whereabouts are you in there?

Erin Ferrente: I am all the way down at the end of the stripe where Vision Works and Cold Stone are.

Mr. Casciani: The landlord knows about the sign?

Erin Ferrente: They already signed off on it and approved it.

John Kosel: Is this replacing a sign that was already there?

Erin Ferrente: No, there is no sign there right now.

Mr. Casciani: What are you doing there, Pilates and?

Erin Ferrente: So, it is a mat Pilates studio, so we will be offering Pilates, yoga and then boot camp classes so this is my first commercial space so it's my little baby. So, we are hoping to open October 4th but I have to get my sign up first before I can open the doors.

Derek Anderson:

RESOLUTION

Town of Webster Planning Board considered the request by Applicant, Erin Ferrente for (1) 29 square foot building mounted sign located at 1028 Ridge Road within the Towne Center at Webster Plaza on a 9.1 -acre parcel having SBL # 079.2-1-20.

The Planning Board classifies the proposed action to be a TYPE II Action under Section 617.5(c) (2) of the State Environmental Review (SEQR) Regulations and therefore is not subject to further review.

RESOLUTION 21-088

Mr. Anderson made a motion for **TYPE II SEQR** which was seconded by Mr. Arena.

VOTE:

Mr. Anderson	AYE
Mr. Arena	AYE
Mr. Kosel	AYE
Mr. Malta	AYE
Mr. Meixell	AYE
Mr. Casciani	AYE
Mr. Giardina	AYE

RESOLUTION 21-089

Mr. Arena made a motion for **SIGN APPROVAL AT: 1028 Ridge Road** for applicant Erin Ferrente to allow (1) 29 square feet building mounted sign within the Towne Center at Webster Plaza on a 9.1-acre parcel having SBL # 079.12-1-20 located in an HC High Intensity Commercial District under Section 178-7 of the Code of the Town of Webster which was seconded by Mr. Kosel.

VOTE:

Mr. Anderson	AYE
Mr. Arena	AYE
Mr. Kosel	AYE
Mr. Malta	AYE
Mr. Meixell	AYE
Mr. Casciani	AYE
Mr. Giardina	AYE

CONDITIONS:

- **APPROVED w/ drawing dated 8.19.21**

Dave Arena read the second application:

MOBIL GAS STATION SIGNAGE: Located at 819 Ridge Road. Applicant Total Image Solutions is requesting **SIGN APPROVAL** to swap out existing canopy and monument signage with new signage to reflect a change from Speedway to Mobil on a .99-acre parcel having SBL # 079.18-1-70 located in an MC District under Section 178-7 of the Code of the Town of Webster.

Appearing before the board was Paul Dudley. I am representing Total Image Solutions and I am actually from INAUDIBLE Rochester Based sign company.

Mr. Casciani: And what are they doing, they are changing obviously. They are changing the sign.

Paul Dudley: They are refacing the existing signage with the new brand.

Mr. Kosel: Didn't that used to be Mobil?

Paul Dudley: I am not sure. It was a Speedway before, and it is moving over to a Mobil.

Mr. Casciani: Which one is this?

Mr. Arena: This is by the credit union. Five Mile Line and Ridge.

Paul Dudley: I think it is run by 7-11 so I think it is going to be INAUDIBLE

Mr. Casciani: So actually, the only change you are looking for is the sign up on the canopy and the monument sign.

Paul Dudley: Yes, that is correct, and they are going to reface the existing Speedway signs with Mobil signage and reface the pricing monument sign.

Mr. Casciani: How is that Mobil sign lit now?

Paul Dudley: INAUDIBLE back illuminated so internally illuminated. It is basically a light box with an illuminated face.

Mr. Casciani: Well, wait a minute, when you light it, what is lit? is that whole white area lite?

Paul Dudley: Yes, I believe the whole white area

Mr. Casciani: The code doesn't ...

Paul Dudley: I beg your pardon; I am going to correct myself. The individual letters are lit on this sign and they are 23-inch letters.

Mr. Casciani: Ok, so if it is white lets get it straight, if it is going to be white the way you are showing it here on the drawing, the back of that white has to be blacked out.

Paul Dudley: Correct, it will be an aluminum panel

Mr. Casciani: So, all you see are the letters lit.

Paul Dudley: Yes, you read the Mobil letters only.

Mr. Casciani: That's it?

Paul Dudley: Yes, that is what is says.

Mr. Casciani: Ok, I want to be clear because they way it looks, it looks like it will be a bright white light up there.

Dave Arena: I noticed on the building there is a, on the front of the façade on the main building, there is a banner up there saying so and so name. Is that whole front area going to be done. I know it's not on this application but that's...

Paul Dudley: I don't have that information, I am sorry.

Dave Arena: I just noticed there is a banner across there with someone's name

Josh Artuso: Yes, there is actually 2 and I noticed that as well. When the application came in, I requested clarification and they indicated to me that there would be no signage on the building

for the store whatsoever, so I am a little puzzled seeing those banners there. I understand that you are just filling in, (speaking to applicant) if you could communicate to them that there were some concerns and questions in regard to those building mounted temporary signs.

Paul Dudley: Are they banners?

Josh Artuso: Yes, because we were told that there wasn't going to be any signage for the store at all

Dave Arena: Yeah, it sitting right across the façade

Josh Artuso: Yes, Joe's Market or something like that.

Mr. Casciani: Ok, so we are talking about the sign and that holds true to both and the monument sign also. So, the white would be blackened out. I just want to get this right, so we don't have to bring it back later.

Paul Dudley: I understand and of course this drawing doesn't give that detail.

Mr. Casciani: That's why I am so not to have you come back with another drawing or something

Paul Dudley: I will make that point very clear to the applicant.

Mr. Casciani: Ok

Derek Anderson:

RESOLUTION

Town of Webster Planning Board considered the request by Applicant, Total Image Solutions is requesting to swap out existing canopy and monument signage with new signage to reflect a change from Speedway to Mobil located at 819 Ridge Riad on a 0.99-acre parcel having SBL # 079.18-1-70.

The Planning Board classifies the proposed action to be a TYPE II Action under Section 617.5(c) (2) of the State Environmental Review (SEQR) Regulations and therefore is not subject to further review.

RESOLUTION 21-090

Mr. Anderson made a motion for **TYPE II SEQR** which was seconded by Mr. Giardina.

VOTE:

Mr. Anderson	AYE
Mr. Arena	AYE
Mr. Kosel	AYE
Mr. Malta	AYE
Mr. Meixell	AYE

Mr. Casciani AYE
Mr. Giardina AYE

RESOLUTION 21-091

Mr. Kosel made a motion for **SIGN APPROVAL AT 819 Ridge Road**. Applicant Total Image Solutions to swap out existing canopy and monument signage with new signage to reflect a change from Speedway to Mobil on a .99-acre parcel having SBL # 079.18-1-70 located in an MC District under Section 178-7 of the Code of the Town of Webster which was seconded by Mr. Meixell.

VOTE:

Mr. Anderson AYE
Mr. Arena AYE
Mr. Kosel AYE
Mr. Malta AYE
Mr. Meixell AYE
Mr. Casciani AYE
Mr. Giardina AYE

CONDITIONS:

APPROVED w/ conditions:

- **Only MOBIL letters are to be illuminated**
- **With drawing number 9914**
- **Any additional signage needed will need to be approved**

With no other applications before the Board this evening Mr. Casciani concluded tonight's meeting at 7:15 pm.

ADMINISTRATIVE MATTER: Minutes were approved for August 17, 2021 And September 7, 2021.

Respectfully Submitted,

Signed David C. Arena Sec. Dated 10/5/2021

David C. Arena, Secretary
Katherine Kolich, Recording Secretary

OCT 6 '21 AM 11:51
REC'D WEBSTER TWN CLK

Dorothy M. Maguire