

WEBSTER TOWN PLANNING BOARD MINUTES

PLACE: Webster Town Board Meeting Room 1002 Ridge Road

TIME: 7:00 p.m.

DATE: 5 October 2021

PRESENT:

Anthony Casciani, Chairman

Dave Arena, Secretary

Derek Meixell

John Kosel

Mark Giardina

Charlie Genese, Town Attorney

Josh Artuso, Director of Community Development

Katherine Kolich, Recording Secretary

ABSENT:

Raja Sekharan, Attorney; Dave Malta, Vice Chairman

Mr. Casciani: Welcome to the October 5, 2021 Planning Board meeting. We have two scheduled matters.

Pledge of Allegiance/Roll Call

Summary overview of outcome:

TROPICAL SMOOTHIE CAFÉ-sign

Applicant: Rebecca Toombs

Drawing: N/A

Dated: N/A

Revision: N/A

Status: APPROVED as presented with drawing dated 8.8.2021

UNIVERSITY OF ROCHESTER MEDICINE -sign

Applicant: Terry Zappia

Drawing: N/A

Dated: N/A

Revision: N/A

Status: APPROVED as presented with drawing dated 9.10.2021

Dave Arena read the first application:

TROPICAL SMOOTHIE CAFÉ SIGN: Located at 927 Holt Road. Applicant Rebecca Toombs is requesting **SIGN APPROVAL** to allow (1) 43 square feet building mounted sign for a new business within the Towne Center at Webster Plaza on a 6.4-acre parcel having SBL #079.12-1-19.122 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 Rebecca Toombs. We are proposing a 3-foot overall height Tropical Smoothie sign. It's going to be flush mount. It's over width is 14 foot 5 inches.

Mr. Casciani: And you are at the Town Centre here obviously.

Rebecca Toombs: Yes, it is going to be next to the Americas Best .

Mr. Casciani: Where are you next to, I'm sorry.

Rebecca Toombs: It is next to the Americas Best.

John Kosel: Is the sign illuminated?

Rebecca Toombs: Yes, LED illuminated .

Mr. Casciani: And everything is cool with the dimensions and everything and it meets the standards?

Josh Artuso: Yes, they are allowed 59 square feet and they are proposing 43 so it is allowed within the allowable square footage.

Mr. Casciani: And what do you have there?

Rebecca Toombs: There is nothing there.

Mr. Casciani: I am going to give you some commercial time now so what don't you tell us

Rebecca Toombs: There is nothing there . I believe that tenant space use to be, well it's now 2 tenant spaces so I believe they made a wall and added another door, so there is nothing there and then Tropical Smoothie is trying to get in there or is in there and now proposing signage.

Mr. Casciani: Ok, so what do you sell. We are going to give you commercial time, go ahead.

Rebecca Toombs: We sell, not illuminated, and illuminated signs

Mr. Casciani: Tell us what your selling or what they are selling.

Rebecca Toombs: Who, Tropical Smoothie?

Mr. Casciani: Tropical Smoothie

Rebecca Toombs: I believe they have smoothies, salads, and wraps; I think. Healthier stuff.

Mr. Casciani: And John asked, the sign is illuminated and just the figures are showing.

Rebecca Toombs: And those vinyl colors are specific to Tropical Smoothie and it's actually a chain. We are actually opening up a bunch of these in the area and there is like 5 within the next year.

Mr. Casciani: Ok anybody, any questions, or concerns?

Mark Giardina: I am just curious, Tropical Smoothie, if you look at the top of the paper there, the sheet before us, it's kind of hard to see. Why did they choose those colors? Why not red or something that is...

Rebecca Toombs: I have no idea. It is not up to me at all.

Mr. Casciani: That is the corporate colors of their brand like Mobil has there blue, white, and red you know.

Rebecca Toombs: These are specific colors made for this restaurant.

Mark Giardina: Corporation colors then.

Rebecca Toombs: We have to special order the vinyl and you can't get it from anywhere else because they specially make it.

Mr. Anderson:

RESOLUTION

Town of Webster Planning Board considered the request by Applicant, Rebecca Toombs for a 43 square feet building mounted sign for Tropical Smoothie Café' located at 927 Holt Road within the Towne Center at Webster Plaza on a 6.4-acre parcel having SBL #079.12-1-19.122.

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 21-092

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	ABSENT
Mr. Meixell	AYE
Mr. Casciani	AYE
Mr. Giardina	AYE

RESOLUTION 21-093

Mr. Arena made a motion for **SIGN APPROVAL AT: 927 Holt Road**. Applicant Rebecca Toombs is requesting **SIGN APPROVAL** to allow (1) 43 square feet building mounted sign for a new business within the Towne Center at Webster Plaza on a 6.4-acre parcel having SBL #079.12-1-19.122 located in an HC High Intensity Commercial District under Section 178-7 of the Code of the Town of Webster with drawing dated 8.8.2021 which was seconded by Mr. Meixell.

VOTE:

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

Dave Arena read the second application:

UNIVERSITY OF ROCHESTER MEDICINE SIGN: Located at 875 Hard Road. Applicant Terry Zappia is requesting **SIGN APPROVAL** to allow (1) 27.5 square feet building mounted sign and (1) monument sign associated with the U of R Medical Building on a 4.8-acre parcel having SBL # 079.11-1-22 located in an OP Office Park Core Area North District under Section 178-7 of the Code of the Town of Webster.

Appearing before the board was Terry Zappia with Pierpont and this is Melissa INAUDIBLE from the University of Rochester. So, basically, we are proposing a building sign on the east side for U or R medicine for a new location that is going up at 875 Hard Road and we are also requesting a monument sign by the road that is 6 foot tall that would be internally illuminated so nothing in the background would be luminated. It would be strictly the letters, logo and the copy at the bottom would just be white reflective copy. So, the only thing that would realistically be illuminated would be the shield; the UR medicine and the 875.

Mr. Casciani: Ok, so the white is not going to be lit.

Terry Zappia: No

Mr. Casciani: You said it's 6 foot, which meets the code. Anything going around it? Lights or anything?

Terry Zappia: No lights just landscape around it. That is about it.

Mr. Casciani: And on the building ?

Terry Zappia: The building is going over the gable and that again, it will be illuminated and just the shield of the UR medicine and there are no lights that are shining on it or anything and again, they are all LED illuminated. Everything will be on a timer.

John Kosel: The sign has to be 25 feet from the road Tony?

Mr. Casciani: Yes. It would have to meet the code which is 25 foot onto your property obviously.

Terry Zappia: Yes, I think the monument sign was... yes, 25 feet from the road. It is on the last page.

Mr. Casciani: Alright, let me ask, mam what was your name again?

Melissa

Mr. Casciani: Melissa, I have had people ask me, what is the building and all I know is it is the U of R, but I don't know what is it that they are specifically doing?

Melissa: There is going to be a Flaum Eye Institute that they will have in that location and Oncology services.

Mr. Casciani: I have heard more stories from one thing to another and I said I don't know what it is. At least now we have the facts.

Melissa: Yes, it will be nice and close for people, so they don't have to drive all the way into Strong.

Derek Anderson: The monument sign, this is the monument? (holding picture of it up)

Terry Zappia: Yes, it is INAUDIBLE (not up at the mic)

Derek Anderson: If that is internally lit, is the white part lit?

Terry Zappia: (not at the mic) no INAUDIBLE I have a little rendering so the only thing that is illuminated would be the letters and the logo. Everything else would be dark at night. So, that would be the only thing that you would see at night.

Mr. Casciani: That is what the code calls for.

John Kosel: It is nice to see that they have the street address on there.

Mr. Casciani: John just brought up a good point, you have the address on there to which is good.

Mr. Anderson:

RESOLUTION

Town of Webster Planning Board considered the request by Applicant, Terry Zappia for a 27.5 square feet building mounted sign and a monument sign associated with the U of R Medical Building located at 875 Hard Road on a 4.8-acre parcel having SBL # 079.11-1-22

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 21-094

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	ABSENT
Mr. Meixell	AYE
Mr. Casciani	AYE
Mr. Giardina	AYE

RESOLUTION 21-095

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 with drawing dated 9.10.2021 which was seconded by Mr. Meixell.

VOTE:

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

With no other applications before the Board this evening Mr. Casciani concluded tonight's meeting at 7:30 pm.

ADMINISTRATIVE MATTER: Minutes were approved for September 21, 2021.

Respectfully Submitted/
Signed David C. Arena Sec. Dated 10/19/2021
David C. Arena, Secretary
Katherine Kolich, Recording Secretary

OCT 22 '21 AM 6:11
FILED WEBSTER TWIN CLK
Dorothy M. Maguire