

**WEBSTER TOWN PLANNING BOARD MINUTES**

PLACE: Webster Town Board Meeting Room 1002 Ridge Road

TIME: 7:00 p.m.

DATE: 20 September 2022

**PRESENT:**

Anthony Casciani, Chairman

Dave Malta, Vice Chairman

Mark Giardina, Secretary

Derek Anderson

John Kosel

Jennifer Wright

Kyle Taylor, Attorney

Josh Artuso, Director of Community Development

Katherine Kolich, Recording Secretary

**ABSENT:**

Derek Meixell

Pledge of Allegiance/Roll call

Anthony Casciani: Welcome to the September 20, 2022, Planning Board meeting. We have 2 items on the agenda tonight.

**Summary overview of outcome:**

**1 OAKMONTE BLVD-OAKEMONTE APARTMENTS /SIGN**

Applicant: Skylight Signs

Status: **APPROVED W/ CONDITION: INSERT 30"X60" SIGN PANEL INTO EXISTING MONUMENT.**

**1077 GRAVEL ROAD-DANCING WITH DENISE/SIGN**

Applicant: Denise Baller

Status: **APPROVED FOR TWO BUILDING MOUNTED SIGNS AND ONE MULTI-TENANT MONUMENT SIGN.**

**(Mark Giardina read the first application):**

**OAKMONTE APARTMENTS ENTRANCE SIGN:** Located at 1 Oakmonte Boulevard.

Applicant Skylight Signs Inc. is requesting **SIGN APPROVAL** associated with the installation of a 32 SF freestanding entrance sign on a 41.69-acre parcel having SBL # 079.20-1-1.2 located in an MHR Medium-High Density Residential District under Section 178-4 of the Code of the Town of Webster.

Appearing before the board was Frank Cleere and I am the owner of Skylight Signs located at 60 Industrial Park Circle, Rochester and we are here on behalf of the Morgan Properties and if you look at the letter of intent, you will notice we were in front of this board last year for a couple of

other apartment units that were purchased by Morgan Properties and they are actually in Pennsylvania from the INAUDIBLE Morgan Management of New York. They ended up buying about 250 units between New York and Pennsylvania that the Federal Government forced Robert Morgan of Morgan Properties to sell off to clear the judgement.

They are changing all the signs through out New York and Pennsylvania, and we were here last year for two other ones and in the Town of Henrietta. This is pretty much similar to the other ones we did, and we designed signs that were the same size and the same location of the existing signs. We did add the address. Last year we were here, and the board approved it, but we had to have the address on each of the signs. We reminded them on this one that they had to have an address panel on the sign. Are there any questions?

Dave Malta: How come you just can't replace the sign that is there with the information you have on the new sign?

Frank Cleere: They have a certain design for all their properties. They are kind of standard. The same type of coloration; the post construction; they way they have it laid out; all the signs are pretty much identical. The only difference is the changes of the name on top of the property and again, they are exactly the same signs we did at I think it's Webster Green. There are two other Webster properties that they purchased last year that we did last year.

Jennifer Wright: There is not an issue with the sign itself, it's just at this property with the nice monument sign that is there right now, it's really down grading the sign.

Frank Cleere: I don't have any control over the design of it. We are strictly here to get permits for the company they are using in Pennsylvania. We don't install the signs at all. We are just here obtaining permits for them.

Anthony Casciani: I think in case like this, we have always been pretty fussy with it, and I think what you see there, the current sign that is there is probably one that we reviewed and spend some time doing and this other sign basically looks like you just started a construction company and put up 2 x 4s in the ground and put a sign on it.

Frank Cleere: It's an illuminated sign and it has... (BOTH PARTIES SPEAKING AT THE SAME TIME)

Anthony Casciani: I used the analogy if you remember years ago, when McDonalds came, they have green arch or big yellow arch, they said that was our logo well we got that to be changed. So, what we are looking at here is to make it short and simple. Keep the same sign and put the new placard in there and use the same... If it has to be modernized and painted or whatever, that is possible but use what is currently there.

Frank Cleere: You are thinking if they put an insert or panel into the structure that is there now? The graphic panel and just changing the face and keeping the rest of the stucco structure in place.

Anthony Casciani: Yes, put your panel in that same structure.

Frank Cleere: I sent it back up INAUDIBLE demand

Anthony Casciani: Well, that is what we are approving.

Frank Cleere: I am not sure if they want to come back for another meeting.

Anthony Casciani: Well, that is up to them.

Frank Cleere: What if the board can approve it as an overlay panel to fit into the design of where the Oakmonte panel is now and I could at least get that back to them and say, you were denied your typical structure. They have had to change some signs in different spots, and this isn't the first time. They have 250 sites, and they are in some towns that they only like carved wood. That is all they like, and their sign is not carved wood it's illuminated and routed out acrylic and letters that stick out and the backgrounds are all opaque.

Anthony Casciani: We can approve the new lettering the way you have it drawn but that same plaque going into the existing monument sign.

Frank Cleere: Right now, they have a 30-inch X 60 inch if you look at the drawing the first one which shows the existing Oakmonte on it and it shows that it is 4 foot high and 8-foot 6 wide and the panel insert is 30 x 68 so it would be just replacing that 30 x 68, 2 ½ x 5 ½ panel. I can tell them that is all the town is going to allow.

Anthony Casciani: We have done this before. It is not the first time.

Frank Cleere: Approve with conditions.

Anthony Casciani: And then actually what they could do, if they wanted to change the actual sign, as far as the address, that can even go on the existing structure some place.

Frank Cleere: It doesn't have an address number on it now and sometimes what they do if it has some kind of columns, they may put it at the leading edge facing the street so when you are looking at the sign you don't see the number, it's perpendicular.

Anthony Casciani: What ever works. Just so as someone is going by, they can look and know where they are at.

Frank Cleere: Well, it's more for Fireman and EMT they have to know the address when they get a phone call.

Anthony Cleere: So, you want to move forward?

Frank Cleere: Sure, go right ahead.

Anthony Casciani: And if they do want it differently, they can come back.

John Kosel: The sign that is there now, is that illuminated?

Frank Cleere: Its ground illuminated with spotlights.

Anthony Casciani: I don't remember it now but when that did come, I am sure we spent some time reviewing that.

Frank Cleere: It is a nice-looking sign that is there now. We put up a like these. We put up a lot of stucco monuments. We actually just did the Town of INAUDIBLE and it's all that stucco and brick . It's not real brick but it looks like it and it has a big electronic sign in it. You can probably reference the insert panel because it's on the drawing.

Anthony Casciani: Yes, whatever fits in there.

Frank Cleere: Approve an approximate 30 x 68 to fit in space of existing.

Anthony Cleere: Yes, basically to fit into the existing sign.

Derek Anderson:

### **RESOLUTION**

Town of Webster Planning Board considered the request by Applicant, Skylight Signs, Inc., to replace the panels on an existing free standing monument sign for Oakmonte Apartments on a 41.69-acre parcel having SBL# 079.20-1-1.2, located at 1 Oakmonte Boulevard in an MHR Medium-High Density Residential District.

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 22-087**

Derek Anderson made a motion for **TYPE II SEQR** which was seconded by Jennifer Wright.

#### **VOTE:**

Mr. Anderson	AYE
Mr. Kosel	AYE
Mr. Malta	AYE
Mr. Meixell	ABSENT
Mr. Casciani	AYE
Mr. Giardina	AYE
Mrs. Wright	AYE

Jennifer Wright: The Oakmonte sign per drawing 2 of 5, of drawing number 0AH0718224114 and putting the plaque from the drawing 5 of 5 into the existing monument and making that new panel fit into 30" x 68" existing panel and however that gets modified to fit as long as it has a similar look and feel to what has been presented or to the drawing of page 5 of 5. I guess that is a long-winded motion.

**RESOLUTION 22-088**

Jennifer Wright a made a motion for **SIGN APPROVAL:** Located at 1 Oakmonte Boulevard. Applicant Skylight Signs Inc. is associated with the installation of a 32 SF freestanding entrance sign on a 41.69-acre parcel having SBL # 079.20-1-1.2 located in an MHR Medium-High Density Residential District under Section 178-4 of the Code of the Town of Webster which was seconded by Dave Malta.

VOTE:

Mr. Anderson	AYE
Mr. Kosel	AYE
Mr. Malta	AYE
Mr. Meixell	ABSENT
Mr. Casciani	AYE
Mr. Giardina	AYE
Mrs. Wright	AYE

Anthony Casciani: Ok, same monument different sign.

**(Mark Giardina read the second application):**

**DANCING WITH DENISE / CROSSFIT SIGNAGE:** Located at 1077 Gravel Road. Applicant Denise Baller is requesting **SIGN APPROVAL** associated with the installation of a 28 SF multi-tenant freestanding sign and a 42 SF building mounted sign (CrossFit Webster) on a 3.74-acre parcel having SBL # 078.20-1-76 located in an MC Medium Intensity Commercial District under Section 178-7 of the Code of the Town of Webster.

Appearing before the board was Denise Baller at 1077 Gravel Road, Webster 14580. I am here to talk to you about having approval for the sign in front of our building. We have three businesses. The first being Dancing with Denise; the next being CrossFit Webster and then the third panel would be for the third business which right now we have a tenant who is going to be leaving so that one is left blank until we re-rent it to the next tenant.

So, what we are interested in doing is putting a sign up in front of the building. There are two existing beams that are already in the ground and what we wanted to do is, the sign made, and my husband is going to wrap those with matching stone that is also at the front of our building so those two will match and then have the sign in between.

Anthony Casciani: I am trying to get the picture, did this use to be a daycare?

Denise Baller: No, right next door. It use be the hair salon next to the car wash and then the day care was on the corner so in between the car wash and the daycare.

Anthony Casciani: So, number A sign, that would the one out, that is your monument sign and that would be out in the road?

Denise Baller: Yes, that would be in the front yard near the road.

John Kosel: Is it going to be illuminated?

Denise Baller: It will not be illuminated.

Anthony Casciani: The way it is showing is you just have two posts, and you are proposing that you are going to cover those with something and dress them up. Ok, I don't see any issues with it.

Mark Giardina: I just have one question, the B picture that we have, is that the back of the building?

Denise Baller: So, the B picture that you have is that the one that says CrossFit?

Anthony Casciani: Yes

Denise Baller: So, I sent copies of the other side of the building so the way the building sits, the north side is the CrossFit gym, and the south side is the Dancing with Denise part. So, to my understanding I am only allowed to have one sign on the building so I would like to have on the south side the Dancing with Denise instead of the tenant the CrossFit Gym. So, his sign will be in the front of the building and then if we are only allowed to have one sign on the building, I would like to have Dancing with Denise as...

Anthony Casciani: So, the CrossFit sign would be on...

Denise Baller: The CrossFit sign...If it's allowed, we would have them on either ends, the north and south side so as people are driving, they would see the CrossFit, but I am not sure if that is allowed.

Anthony Casciani: How does the code read for that Josh?

Josh Artuso: Each tenant space is allowed one building mounted sign. So, maybe we were not clear on that.

Denise Baller: Ok. I thought when I talked to Justin from Vital Signs, he was under the understanding that it was just one building sign per building not business. Ok, that is great then. If we are allowed either end, then we would like to put the CrossFit sign on his side so as cars are

# VITALSIGNS

SIGN • GRAPHIC • DISPLAY

DRAWING NO. **V-1**

South Elevation - Attached Flat Panel Sign



1/8" alum. composite sign panel



**IMPORTANT!** →

Any revisions or change orders to the design that go beyond the original design time allotted in the quote will be billed at an hourly rate. Vehicles must be delivered reasonably clean and on time. Additional charges may be added to the final invoice if the agreed upon terms are not met. Badges and emblems will be removed from vehicle if necessary. If you do not want them removed please contact your project manager.

**VITALSIGNS**  
SIGN • GRAPHIC • DISPLAY  
764 Route Rd • Webster NY 14580 • vitalsignsroc.com  
JUSTIN ZIEMNIAK • PROJECT MANAGER  
DIRECT: 585.431.0968 MAIN: 585.737.4756  
Email: justin@vitalsignsrochester.com

Client  
**DANCING WITH DENISE**  
Job Address  
**1077 GRAVEL RD WEBSTER**

Job No.  
Drawing # **V-1**  
Start Date  
Last Revision  
Page #

For proofing only. Colors are only representations of actual final colors. Graphic locations may need to be adjusted to fit actual vehicle or other substrate. Please proof thoroughly for spelling, colors, content and placement. If revisions are needed please contact your project manager. Once final signed proof is received, you are responsible for any errors that were not addressed and may incur the cost of lost materials. If approved please sign and return the signed copy to your project manager.

**X** Customer Approval Date

Sales Rep  
**JUSTIN Z**  
Project Manager  
**JUSTIN Z**  
Designer  
**JUSTIN Z**

driving that will be on the building and then as cars are driving towards the north. Opposite ends which will now match.

Dave Malta: So that CrossFit sign will be on the north side?

Denise Baller: Correct. There is a garage door, and I am not sure you can see that in the picture but that is his side of the building.

Jennifer Wright: Do you have another picture there?

Denise Baller: I do.

Josh Artuso: I was just provided. That is the proposed Dancing with Denise sign.

Jennifer Wright: Are the signs within the square footage of the code for the size of ...

Josh Artuso: Well, I believe it is and I have not had a chance to do the measurements and it appears to be 36 square feet that is being proposed and I don't have the measurements of that side of the building.

Dave Malta: So, the Dancing with Denise would be on the southside of the building?

Denise Baller: Correct.

Dave Malta: You through me when you said garage door, I don't see a garage door.

Denise Baller: It is on the north side of the building.

Dave Malta: Is this suppose to be the north side of the building? (Holding up a picture)

Denise Baller: That is his side of the building but there is no garage door. The garage door is right here, and I am not sure of why it is not there. (Included in the picture that was done by the sign company)

John Kosel: Are these building mounted signs going to be illuminated?

Denise Baller: Pardon me?

John Kosel: Are these building mounted signs going to be illuminated?

Denise Baller: No

Anthony Casciani: Ok, so you have one on one end and one on the other end.

Denise Baller: Correct



Anthony Casciani: Both basically copies of each other is style.

Denise Baller: Correct and to compliment each other.

Anthony Casciani: Ok, it's those two signs and then you have your monument sign which you are covering over the post.

Denise Baller: Correct.

Anthony Casciani: And that sign meets code and there was an existing sign so what you need to do is to make sure you are back 25 feet off the highway, and it probably is but that is where it has to be.

Derek Anderson: So, it is two signs on the building and one monument?

Anthony Casciani: Yes

Derek Anderson:

**RESOLUTION**

Town of Webster Planning Board considered the request by Applicant, Denise Baller to install a 28 square foot multi-tenant freestanding sign, a 42 square foot building mounted sign for CrossFit Webster, and a 36 square foot building mounted sign for Dancing with Denise on a 3.74-acre parcel having SBL #078.20-1-76 located at 1077 Gravel Road in a MC Medium Intensity Commercial District.

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 22-089**

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

VOTE:

Mr. Anderson	AYE
Mr. Kosel	AYE
Mr. Malta	AYE
Mr. Meixell	ABSENT
Mr. Casciani	AYE
Mr. Giardina	AYE
Mrs. Wright	AYE

Anthony Casciani: Actually, I like that sign better than the script the way it is shown on the building there the way you have Dancing with Denise, it's pretty classy.

John Kosel: Are both building mounted signs going to be 28 square feet?

Josh Artuso: One is 28 and the other is 36

**RESOLUTION 22-090**

John Kosel made a motion for **SIGNAPPROVAL:** Located at 1077 Gravel Road. Applicant Denise Baller is requesting **SIGN APPROVAL** associated with the installation of a 28 SF and a 36 SF sign. One on the north end and one on the south side of the building and a 42 SF building mounted sign (CrossFit Webster) on a 3.74-acre parcel having SBL # 078.20-1-76 located in an MC Medium Intensity Commercial District under Section 178-7 of the Code of the Town of Webster which was seconded by Dave Malta.

**VOTE:**

Mr. Anderson	AYE
Mr. Kosel	AYE
Mr. Malta	AYE
Mr. Meixell	ABSENT
Mr. Casciani	AYE
Mr. Giardina	AYE
Mrs. Wright	AYE

**ADMINISTRATIVE MATTER:** Minutes were approved for September 6, 2022. (John Kosel made a motion/Anthony Casciani seconded)

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

Respectfully Submitted,

Signed Mark Giardina  
Mark Giardina, Secretary  
Katherine Kolich, Recording Secretary

Dated 10/4/22

OCT 5 '22 AM 11:49  
Filed/REC'D WEBSTER TOWN CLK  
Doreen H. Maguire