

WEBSTER TOWN PLANNING BOARD MINUTES

PLACE: Webster Town Board Meeting Room 1002 Ridge Road

TIME: 7:00 p.m.

DATE: 1 November 2022

PRESENT:

- Anthony Casciani, Chairman
- Dave Malta, Vice Chairman
- Mark Giardina, Secretary
- Derek Anderson
- John Kosel
- Derek Meixell
- Jennifer Wright
- Kyle Taylor, Attorney
- Josh Artuso, Director of Community Development
- Katherine Kolich, Recording Secretary

ABSENT:

Pledge of Allegiance/Roll call

Anthony Casciani: Welcome to the November 1, 2022, Planning Board meeting.

Summary overview of outcome:

2400 EMPIRE BLVD-SIGN/BOWLERO

Applicant: Sign & Lighting Services/Kirk Wright

Status: **APPROVED W/CONDITION TO PUT ADDRESS ON MONUMENT SIGN.**

980 RIDGE ROAD-SIGN/ELEMENT YOGA

Applicant: Gupp Sign/Tony Snow

Status: **APPROVED AS PRESENTED.**

941 RIDGE ROAD-SIGN/MARINA MITSUBISHI

Applicant: Clinton Signs, Inc/Michael Mammano

Status: **APPROVED W/CONDITION TO PUT ADDRESS ON MONUMENT SIGN.**

(Mark Giardina read the first application):

2400 EMPIRE BLVD-SIGN/BOWLERO: Located at 2400 Empire Blvd. Applicant Sign & Lighting/Kirk Wright is requesting **SIGN APPROVAL** associated with the installation of a 63 SF building mounted sign and panel replacement on an existing monument sign to reflect the name change of the bowling alley on a 9.19-acre parcel having SBL# 078.20-1-49.1 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 Kirk Wright with Sign and Lighting 530 Route 104, Ontario, NY. Like he said, we are doing a name change. We did come in front of this board; I would say almost a year ago now and we had a different layout and there was additional set of letters on the east end of the building. The new sign was located over the front door, but it was higher than the gutter and there were some challenges with the sign plan that was brought, and they worked through it. They have eliminated the east elevation and brought the sign over to the east side, but it is still facing the north and totally compliant.

The freestanding sign will be a simple face change, and nothing done with the structure just changing the panels.

Anthony Casciani: Same size?

Kirk Wright: Same exact sign just changing the panels.

Anthony Casciani: And that is 10 x 8 foot.

Josh Artuso: And just for the record, I just want to note that although the proposed sign is larger than what is allowed by code, the existing sign was granted an area variance back in 1986 for its height and proximity to the road therefore it's grandfathered in.

Anthony Casciani: Yeah, that whole thing would be because it's higher than six foot too. Anything anybody?

Derek Meixell: Just have the street address on it.

Anthony Casciani: Good point.

Jennifer Wright: I think... doesn't it have it on the monument right below the sign. I don't know, it's a little blurry. Is that the number or something else?

Anthony Casciani: I don't know, it's really hard to tell. Oh no, there is a number.

Jennifer Wright: It's just blurry, its on the gray part.

Anthony Casciani: Yeah, it's that gray part right there. Well, just put it in on the street sign, ok?

Kirk Wright: The street address?

Anthony Casciani: Yes

Kirk Wright: Ok.

Anthony Casciani: Ok, does anybody else have any issues with it?

John Kosel: Is the building mounted sign illuminated?

Kirk Wright: Yes, it is.

Anthony Casciani: Now the one that is showing on the front, is the AMF there now, I don't know. I don't remember.

Kirk Wright: No, current the AMF is over the vestibule area where you walk in there is kind of a covered entrance and it is mounted on the roof there.

Josh Artuso: Is that staying?

Kirk Wright: No, that is going. INAUDIBLE AMF is going.

Anthony Casciani: Ok, so just your figures are lit on the sign on the front ?

Kirk Wright: That is correct.

Anthony Casciani: Ok, anybody anything else? Ok, want to do a SEQR on it Derek?

Derek Anderson:

RESOLUTION

Town of Webster Planning Board considered the request by Applicant, Sign and Lighting / Kirk Wright, to install a 63 square foot building mounted sign and panel replacement on an existing monument sign for Bowlero on a 9.19-acre parcel having SBL# 078.20-1-49.1 located in an MC Medium Intensity Commercial District at 2400 Empire Blvd.

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 22-101

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

VOTE:

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

RESOLUTION 22-102

John Kosel a made a motion for **SIGN APPROVAL:** Located at 2400 Empire Blvd. Applicant Sign & Lighting/Kirk Wright is requesting **SIGN APPROVAL** associated with the installation of a 63 SF building mounted sign and panel replacement on an existing monument sign to reflect the name change of the bowling alley on a 9.19-acre parcel having SBL# 078.20-1-49.1 located in an MC Medium Intensity Commercial District under Section 178-7 of the Code of the Town of Webster which was seconded by Derek Meixell.

VOTE:

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

(Mark Giardina read the second application):

980 RIDGE ROAD / ELEMENT YOGA SIGN: Located at 980 Ridge Road. Applicant Gupp Sign/Tony Snow is requesting **SIGN APPROVAL** associated with the installation of a 36 SF building mounted sign to reflect the name change of a yoga studio within Webster Plaza on a 17.03-acre parcel having SBL# 079.15-1-3.1 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 Tony Snow with Gupp Signs at 340 Lake Ave in the city and this is Scott the business owner. Just proposing a pretty straight forward sign with LED channel letter sign and replacing the Breathe sign that we took down.

Anthony Casciani: Now is Breathe going out?

Scott-Business Owner: The franchise ended and so I owned Breathe all this time and we just had to rebrand the store and keep going.

Anthony Casciani: So, it's the same size and everything and how's that lit?

Tony Snow: It is a larger sign then what was there but....

Anthony Casciani: I'm sorry?

Tony Snow: It is a larger sign then what was there, but it is also back lit.

Anthony Casciani: It still meets the code, 102 inches. Is it lit?

Tony Snow: Yes, LED internal illumination.

Anthony Casciani: Ok, so if it is lit in the back where all the white is, that is not lit, right?

Tony Snow: Correct.

Anthony Casciani: Just the figures are lit?

Tony Snow: The colors and the flower shape are lit. The white, it's hard not to light that graphic. Are you talking about the E, around the E?

Anthony Casciani: No. Well, the way the code reads, just the figures are supposed to be lit.

Tony Snow: Correct.

Anthony Casciani: So, it's not a big square of INAUDIBLE

Tony Snow: Oh no, that is the recess panel, that is dryvit, it's not the surface. These are all individual components. Individual letters and the capsule at the bottom and the flower on top.

Anthony Casciani: Ok

Jennifer Wright: So, it just looks like the background is white. It's just the picture here that makes it look like that.

Tony Snow: Yes, I just kind of illustrated the recess and had to cover up Breathe because at the time it was still there.

Jennifer Wright: Yes, got it.

Mark Giardina: Because it is located in the plaza, we don't need it to have the numerical numbers on that sign, do we?

Anthony Casciani: No because that is one address I believe . Ok, anybody, anything else?

Jennifer Wright: Other than, I think we have always said in the past, just making sure the façade gets repainted so you can't see where Breathe was when the new sign goes up.

Tony Snow: Yes.

Anthony Casciani: Ok Derek, want to do SEQR on this

Derek Anderson:

RESOLUTION

Town of Webster Planning Board considered the request by Applicant, Gupp Sign / Tony Snow to install a 36-square foot building mounted sign for Element Yoga, located at 980 Ridge Road within the Webster Plaza on a 17.03-acre parcel having SBL # 079.15-1-3.1 in an HC High 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 22-103

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

VOTE:

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

RESOLUTION 22-104

John Kosel made a motion for **SIGN APPROVAL**: Located at 980 Ridge Road. Applicant Gupp Sign/Tony Snow is requesting **SIGN APPROVAL** associated with the installation of a 36 SF building mounted sign to reflect the name change of a yoga studio within Webster Plaza on a 17.03-acre parcel having SBL# 079.15-1-3.1 located in an HC High Intensity Commercial District under Section 178-7 of the Code of the Town of Webster which was seconded by Derek Meixell.

VOTE:

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

Anthony Casciani: Ok, good luck with the project.

(Mark Giardina read the third application):

941 RIDGE ROAD / MARINA MITSUBISHI SIGN: Located at 941 Ridge Road. Applicant Mike Mammano of Clinton Signs Inc. is requesting **SIGN APPROVAL** associated with the installation of a 66 SF building mounted sign and refacing of a 19 SF monument sign to reflect Marina Mitsubishi dealership's rebranding on a 4.82-acre parcel having SBL# 079.15-1-26.21 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 Michael Mammano with Clinton Signs at 1407 Empire Blvd in Webster. Mitsubishi is upgrading their sign package and they would like to use the same existing storefront fascia and remove the existing Mitsubishi green letters and put up the new look which is a black opaque background and quite a bit substantially smaller Marina letters and then just reface the monument sign.

Anthony Casciani: So, what was on there now? Just Marina?

Michael Mammano: It says Marina, but they are quite a bit larger. The existing signage is quite a bit larger, but they are using the entire sign band area. So square footage wise, they are actually dropping square footage making the background black opaque.

Anthony Casciani: Now again, does that have an address on it anywhere do you know?

Michael Mammano: It does not at this point.

Anthony Casciani: One on the store or somewhere?

Michael Mammano: I don't know, I could ask John, or I could make it happen.

Anthony Casciani: Yes, just let him know to put a sign for the address.

Michael Mammano: Ok on the building or the sign anywhere?

Anthony Casciani: I mean, yeah but I don't know where but somewhere it fits and looks decent.

John Kosel: Does it need to be on the monument sign or the...

Anthony Casciani: Probably the monument sign somewhere, out by the road, right?

Michael Mammano: Let me see, I know Mitsubishi won't have a problem with that but again, I can't speak for Mitsubishi but if we put it on the building it might be a little easier for them to swallow.

Anthony Casciani: Yeah, if they like the sign that they are showing, it's got to have the number on it.

Michael Mammano: Ok, I will tell them that.

Anthony Casciani: If they don't, another way to put it, if they don't then tell them to come back in and show us where they can put it and they won't want to come back, I know.

Michael Mammano: Absolutely right.

Anthony Casciani: That is one way to make it get done. Ok, everybody alright with this?

Derek Anderson:

RESOLUTION

Town of Webster Planning Board considered the request by Applicant, Mike Mammano of Clinton Signs, Inc. to install a 66 square foot building mounted sign and refacing a 19 square foot monument sign located at 941 Ridge Road on a 4.82-acre parcel having SBL # 079.15-1-26.21 in an HC High 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 22-105

Derek Anderson made a motion for **TYPE II SEQR** which was seconded by Dave Malta.

VOTE:

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

RESOLUTION 22-106

John Kosel made a motion for **SIGN APPROVAL**: Located at 941 Ridge Road. Applicant Mike Mammano of Clinton Signs Inc. is requesting **SIGN APPROVAL** associated with the installation of a 66 SF building mounted sign and refacing of a 19 SF monument sign to reflect Marina Mitsubishi dealership's rebranding on a 4.82-acre parcel having SBL# 079.15-1-26.21 located in an MC Medium Intensity Commercial District under Section 178-7 of the Code of the Town of Webster which was seconded by Derek Meixell.

VOTE:

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

ADMINISTRATIVE MATTER: Minutes were approved for October 18, 2022. (Mr. Kosel, seconded by Derek Meixell)

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

Respectfully Submitted,

Signed 
Mark Giardina, Secretary
Katherine Kolich, Recording Secretary

Dated 11/15/2022

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FILED WEBSTER TWIN CLK
