

**Town of Geneseo
Zoning Board of Appeals
CONTINUATION OF
Public Hearing for Jeff Barron, Agent for Applebees
Tuesday January 31, 2012**

Appeal by **Jeff Barron, Agent for Applebees**, appellant, from a decision of the Code Enforcement Officer and application for permission to erect signage which exceeds the maximum number of signs allowed and exceed the maximum total sign area/square footage that is allowed as per Schedule II of the Town of Geneseo Zoning Code on property located at 4401 Genesee Valley Plaza in the Town of Geneseo, NY.

Board Members Present: **Chairman John Maxwell, Steven Haigh, Soren Thomas and Greg Foust.**

Public Present: **Ron Maxwell**, Code Enforcement Officer, **Deb Shultis**, of Applebees, and **Jackie Wilke and Emily Wilke** of 5860 W. Lake Rd.

Chairman John Maxwell opened the meeting at 8:00 and requested the green cards (certified return receipts from adjacent properties to the applicant). There were 11 sent and 11 returned.

Deb Shultis brought new pictures of how Applebees would like the awnings to appear and reported that Applebees does not want to remove any side signage, as was suggested as a compromise last meeting.

Greg--Then Applebees will go with Option A--22.4 sq. ft. x 3 front windows = 68.2 sq. ft..Subtracting a credit for the unused 23.5 sq. ft for the Neighborhood Grill and Bar sign (signage that was granted in the 2007 variance) that will not be used equals a total of 44.78 sq. ft. of additional signage.

All consulted the new paperwork and clarified the lighting will all be dark sky compliant and each awning light bar will contain 15 to 31 leds.

Steven moved to **grant a variance to Applebees at the 4401 Genesee Valley Plaza to allow the proposed apple design graphics that total 68.28 sq. ft. on the three awnings on the front of the building (side facing 20A) and allow for the number of approved signs to increase by two signs. The other proposed apple graphics on the other awnings is denied. The previously approved 23.5 sq. ft. Neighborhood Grill and Bar sign which was not installed has been rescinded, resulting in a net increase in approved signage of 44.78 sq. ft. Any future changes to signage will be required to come back before the Town of Geneseo ZBA for review and approval.**

Greg Foust seconded. **Carried unanimously.**

Chairman John Maxwell asked for approval of the **Argenta July 26, 2011** minutes.

Peter must be present to approve them so they will be held to the next meeting date.

Greg Foust moved that the hearing be closed and **Steven Haigh** seconded. **Motion carried.** Meeting adjourned at 8:40 P.M.

Respectfully submitted by Carolyn C. Meisel, Secretary, Geneseo Town Zoning Board of Appeals.