

TOWN OF GENESEO PLANNING BOARD
Special Meeting Minutes
March 19, 2013
11:30 am – 12:05 pm

TOWN PLANNING BOARD PRESENT:

Dwight Folts, Chairman
David Woods
Hank Latorella
Darcy Young

ALSO PRESENT:

Cheri Loveall
Howard Appell
Jean Bennett

MEETING OPENING, APPROVAL OF MINUTES:

Chairman Folts called the special meeting of the Geneseo Town Planning Board to order at 11:30 a.m. on Tuesday, March 19, 2013, in the conference room of the Geneseo Town Office Facility.

MARINA MITSUBISHI CAR SALE:

Cheri Loveall, representing Platinum Promotions and Marketing, addressed the Planning Board. Her firm was hired by Marina Mitsubishi to manage and market a car sale in the Genesee Valley Plaza's parking lot. The car sale is scheduled for Saturday March 23rd through March 30th. She apologized for such late notification and thanked the Board for having a special meeting at the last minute. Chairman Folts assured her that this was a one-time/ special meeting and would not happen again for any event in the future. Ms. Loveall promised that any future events their firm is involved with in Geneseo will come before the Planning Board months in advance of the event date.

Ms. Loveall apprised the Board of the following regarding the proposed car sale:

- There will be 60 to 65 cars there, with transfers/new cars arriving at night between 9 and 10 pm;
- Three radio stations (WZKZ, WQRW and WNKI) will attend on Saturday March 23rd to promote the car sale;
- Radios in the cars will be used for music except for when the radio stations are broadcasting/promoting the car sale;
- 17" balloons will be tied on the cars and one 2' X 8' banner will be on the former Fashion Bug Store, where a temporary office will be set up for car sales. There will not be any other signage;

The Board discussed a drawing submitted by Ms. Loveall that indicated the proposed parking area for the car sale. The Board agreed that the row next to the Five Star Bank should be moved over one row so

Approved 8/12/13

that the parking did not encroach on bank parking. Also, the cars should not be parked near the line of traffic at the bank or near any access roads, but instead moved toward the center. Ms. Loveall was shown on her drawing where the cars should be parked. She indicated the Genesee Valley Plaza owners would be flexible with regards to parking the sale cars.

It was the consensus of the Board to consider this application as a Temporary modification of the existing Site Plan and therefore waive the public hearing. Since SEQR review is still valid for the original Site Plan, no further SEQR is required.

Mr. Woods moved that the Board grant a Temporary modification to the existing Site Plan with the following conditions:

- No external signage other than the banner on the former Fashion Bug store;
- Maximum of 60 vehicles are present at one time;
- No longer than the dates and hours specified;
- The location of the cars are to be over 1 row to the east from the Five Star Bank and 7 rows back from the access roads;
- Approval of the Town Engineers;
- Letter of authorization from the plaza owner;
- Waive the remaining site plan requirements.

Motion was seconded by Mr. Latorella and passed with voting as follows: Dwight Folts-aye; David Woods-aye; Hank Latorella-aye; Darcy Young-aye. Nays: None. Abstentions: None.

ADJOURNMENT:

At 12:05 pm the meeting adjourned.

Respectfully submitted,

Jean Bennett,
Town Clerk