

**Town of Geneseo
Zoning Board of Appeals
Ken Perelli, Agent for Peter Bruckel
4310 Lakeville Road
tax map no. 81.-1-29.41
8:00 PM Tuesday April 23, 2013**

Appeal by **Ken Perelli, Agent for Peter Bruckel**, appellant, from a decision of the Code Enforcement Officer and application for permission to modify an existing free-standing directory sign by adding a section with three (3) sign panels, each 10 sq.ft. in area when the original directory sign was granted by a variance;

and to replace panels on a (second) existing free-standing sign to allow red lights for pricing when only white lights are allowed, as per Section 106-19E(8) of the Town of Geneseo Zoning Code on property located at 4310 Lakeville Road in the Town of Geneseo.

Board Members Present: **Chairman John Maxwell, Steven Haigh, Mike Dabramo, Greg Foust, and Carolyn Meisel**

Public Present: **Ron Maxwell**, Code Enforcement Officer, **Ken Perelli** and **Josh Bruckel**

Chairman John Maxwell opened the meeting at 8:30 and requested the green cards (certified return receipts from adjacent properties to the applicant). Seven went out and seven were returned. There were no letters from agencies or the public.

At this time the Board members invited **Ken Perelli** and **Josh Bruckel** to the table. All Board members had visited the site.

Ken Perelli began with the tall sign. They are asking to add an **LED**. The code allows for white light and they are requesting red as it is more visible, especially on cloudy days. The white leds are more expensive than red, too.

Steven Haigh The sign is the same size as exists now. YES

Ken Perelli moved to the monument sign. The original was allowed through variance and to change it they had to return for a variance. There are businesses up the hill that do not have signage. There are four lots available. Lattimore is one and needs a sign now. The others haven't been sold yet.

Discussion followed on what would go up now. Blank space or ads? Aldi's is contracted in as it is now. It won't change.

Steven Haigh Will this sign be restricted as to what businesses go into it or will any business on the hill be able to use it?

Josh Bruckel The sign will be used only by Bruckel businesses.

John Maxwell The present sign doesn't block the view. We could allow for expansion but no filler signs until the lots are sold.

After general discussion, the feeling is to modify the existing sign with up to 3 sign panels and restrict it to Bruckel businesses.

John Maxwell asked if the Board wanted to consider both variances together when answering the area variance questions. They agreed to answer them together.

The **Board** then went through the 5 questions necessary for an area variance:

1. Will an undesirable change be produced in the character of the neighborhood or will a detriment to nearby properties be created by granting the variance? **NO**
2. Can the benefit sought by the applicant be achieved by some feasible method other than the variance? **YES**
3. Is the requested variance substantial? **YES**
4. Will proposed variance have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district? **NO**
5. Is the alleged difficulty self created?
A. YES

Steven Haigh moved to modify an existing free-standing directory sign from 63 sq. ft. to 93 sq. ft. and adding a fourth column on the south side for additional sign panels. (ALDI Sign)

And to replace panels on the existing free-standing sign at Mobil to allow red lights for pricing with no change in square footage for property at 4310 Lakeville Rd.

Greg Foust seconded. Carried.

Steven Haigh moved that the hearing be closed and **Greg Foust** seconded. Motion carried.

Hearing adjourned at 9 P.M. Respectfully submitted by Carolyn C. Meisel, Secretary, Geneseo Town Zoning Board of Appeals.