

Village of Geneseo
Zoning Board of Appeals
Public Hearing for
ABVI Goodwill; Rep.: Bergmann Associates
4097-4117 Lakeville Road
Tax Id. # 81.14-1-6
May 04, 2010; 5:10 p.m.

Present:

Carolyn Meisel, Chair
Marlene Hamilton
Ronald Palmer
Paul Schmied
Thomas Wilson

Code Enforcement Officer

Dean O'Keefe
Ronald Maxwell

Applicant:

Bergmann Rep.: Christian Centola
A. Gidget Hopf

Public Present:

Sue Richardson
Robert Freiburger
Jeff Bush

Chair C. Meisel called the Public Hearing to order at 5:29 p.m. The Board members were introduced. It was noted proper notices had been published and nine (9) certified notices were sent and seven (7) responses received. County Planning was notified and a response received with a determination of no significant County wide or inter-municipal impact in regard to existing County plans, programs, and activities. Approval or disapproval of this application is a matter of local option. ABVI Goodwill is seeking permission to erect three (3) wall signs for a total of one-hundred (100) square feet, when per Section 130-90B of the code of the Village of Geneseo only one (1) wall sign up to one-hundred (100) square feet is allowed.

Chair C. Meisel asked Bergmann Associates representative C. Centola to state his case for ABVI Goodwill. C. Centola referred to the color copies given Board members and stated the sign was the minimum amount that could be used and still be successful. It includes a separate brand name logo by which ABVI Goodwill is known worldwide. The drop-off signage is necessary if ABVI Goodwill is to be successful. There is a lot of space toward the front of the plaza. If the out parcel is developed in the future, the signage must be large enough to be seen.

C. Meisel commented footage from one sign had been traded for footage on the other sign; good use was made of the footage allowance. T. Wilson asked if the "G" could be incorporated into the other sign so that only one sign is needed. A. G. Hopf noted the "G" is recognizable around the world and an important tool for locating Goodwill stores. CEO D. O'Keefe stated ABVI Goodwill had compromised and made the signs smaller during the Planning Board process.

M. Hamilton asked if ABVI Goodwill currently had a drop-off at the store. It is temporarily located in a shed in the parking lot. There will be a permanent drop-off with an attendant on duty when the store opens.

T. Wilson asked if the signs would be lit with LED lights and the answer was no, they will not. C. Centola said they are a box structure and all are internally lit.

With no further discussion, Chair C. Meisel called for a review of the questions.

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? Yes ___ No X.
2. Can the benefit sought by the applicant be achieved by some feasible method other than a variance? Yes 2 No 3.
3. Is the requested variance substantial? Yes ___ No X.
4. Will the proposed variance have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district? Yes ___ No X.
5. Is the alleged difficulty self-created Yes X No ___.

M. Hamilton moved to grant Christian Centola, Bergmann Associates, representing ABVI Goodwill, permission to erect three (3) wall signs for a total of one-hundred (100) square feet, when per Section 130-90 B of the Code of the Village of Geneseo only one (1) wall sign up to one-hundred (100) square feet is allowed on property located at 4097-4117 Lakeville Road (the ABVI Goodwill portion of the plaza).

Ronald Palmer seconded the motion and the vote was as follows: Chair C. Meisel- aye; M. Hamilton – aye; P. Schmied- aye; T. Wilson – aye; and Ronald Palmer – aye. The motion carried.

P. Schmied moved to close the public hearing at 5: 40 p.m. T. Wilson seconded the motion. The vote was as follows: Chair C. Meisel- aye; M. Hamilton – aye; P. Schmied- aye; T. Wilson – aye; and Ronald Palmer – aye. The motion carried and the public hearing closed.

The Wilson Farm March 2, 2010 minutes were reviewed. Discussion followed regarding negative remarks made by D. Dimpfl regarding LED lighting. It was felt that his remarks did not necessarily represent the feelings of the community at large. T. Wilson asked the Code Enforcement Officers to get an exact number for LED lights and lumens produced. C. Burnelle, Byrne Dairy representative, was going to provide them to the code office (per Public Hearing 12-01-2009). The code officers will look into it. T. Wilson moved to accept the minutes as amended. M. Hamilton seconded the motion. The vote was as follows: Chair C. Meisel- aye; M. Hamilton – aye; P. Schmied- aye; T. Wilson – aye; and Ronald Palmer – abstain. The motion carried.

Chair C. Meisel moved to close the meeting and T. Wilson seconded the motion. All were in favor and the meeting closed at 5:45 p.m.

Debra L. Lund
ZBA Secretary