

Village of Geneseo  
Zoning Board of Appeals  
Public Hearing: Harrison French & Associates, Rep. Brittany Lewis  
Representing: Wal-Mart Stores Inc.  
Address: 4235 Veteran Drive  
Tax Map ID #: 81.10-1-5.21  
Date: February 5, 2013; 4:30 p.m.

Present:

Carolyn Meisel, Chair  
Marlene Hamilton  
Bruce Teall  
Thomas Wilson

Code Enforcement Officer:

Ronald Maxwell

Applicant:

Brittany Lewis, Rep.- Harrison French  
& Associates, LTD

Absent:

Paul Schmied

Secretary:

Debra Lund

Public:

None

Chair C. Meisel opened the public hearing at 4:30 p.m. Board Members were introduced. Proper notices were published. The applicant sent six certified notices to property owners within 100' and six responses were received. Livingston County Planning has been notified and returned a statement of "no significant Countywide Impact" and approval or disapproval of this application is a matter of local option. The applicant represents Wal-Mart Stores East LP and was seeking permission to modify the most recent sign variances previously granted to Wal-Mart Geneseo Store No. 1966. The applicant was invited to present her case.

The applicant, B. Lewis, representative of Harrison French & Associates LTD, stated her client, Wal-Mart, would like to change the present signage as part of a package to update the store, both interior and exterior. They would prefer the signs to be in the blue and yellow Wal-Mart colors. The building signs are there to facilitate customers in locating sections of the store where specific types of items might be found. The door signs for example show which section of the store might have general merchandise, food, pharmacy or automotive products. The back doors at the automotive bays direct customers to specific services. CEO R. Maxwell noted these are directional in nature.

T. Wilson asked what the total signage package was.

B. Lewis noted the signage package would result in an overall reduction of current signage from 659.67 square feet to 622.08 square feet, a reduction of 37.59 square feet. While still over the allowed signage, this is less than the original granted variance.

T. Wilson noted some building signs had increased in size but others were smaller. It seemed to be a trade off in square footage. B. Lewis agreed; enough signs were smaller or removed, such as the deli sign, to reduce the total square footage from the original amount.

T. Wilson asked what the colors of the signs would be. B. Lewis said Wal-Mart would like to see the panel sign in blue with a yellow spark. The yellow spark is the new logo and would replace the asterisk in the center of the current signage. They would like the lettering on the other monument sign to

match. These are Wal-Mart's signature colors. The Planning Board was not in favor of this however. She presented colored versions of both panel signs done in the brown and white the Planning Board indicated it preferred. The panel color is all that would change not the whole sign. The channels and beige background of the monument sign on Ryan Drive/Route 20A would not be affected. If allowed the blue background, it would be very similar to the URMC Labs sign. The logo "spark" would be yellow and the lettering white.

T. Wilson commented the lower case lettering looks better than the original all uppercase lettering. He was in favor brown and white version in the colored renderings B. Lewis was sharing with the Board.

Chair C. Meisel agreed. The proposed sign looks much nicer with the "Supercenter" verbiage removed; less wording is desirable. She asked about the background colors on the panel sign – how was it applied.

B. Lewis said the colors would be kept and were not painted on just natural. The area were the "Supercenter" was would be re-grouted and repaired to match the rest of the background so that it did not show. C. Meisel asked if the changes in the monument signs had been included in the 37.59 square foot reduction mentioned earlier. B. Lewis replied it was included as part of the total signage package. The panel size would remain the same on the Ryan Drive/Route 20A sign, just the lettering and logo would change.

T. Wilson noted the Auto Center sign on the building had been reduced in size and some verbiage had been lost in this area. However, the Home & Pharmacy sign will be slightly longer. Other similar changes were noted. He liked the "Supercenter" being dropped from the signage. T. Wilson would prefer the "spark" on the building to be white to provide consistency with the panel and monument signs. M. Hamilton agreed; she was not in favor of the proposed yellow logo or the suggested blue background.

Chair C. Meisel noted the Board had received a letter from the Village Planning Board.

*February 3, 2013*

*Ms. Carolyn Meisel*

*Chair*

*Village of Geneseo Zoning Board of Appeals*

*119 Main Street*

*Geneseo, NY 14454*

*Re: Application of Wal\*Mart*

*Dear Ms. Meisel,*

*The Village of Geneseo Planning Board met on December 19, 2012 and considered the application Wal\*Mart for modification of its site plan approval to change signage.*

*The Planning Board voted a recommendation to the Zoning Board of Appeals that the Planning Board does not support adding the yellow "spark" or changing the background color to blue on the freestanding sign at Veteran Drive and Volunteer Road or the freestanding sign at Ryan Drive and Route 20A. The Planning Board is agreeable to reducing the number of signs and*

using a black spark instead of the asterisk as long as the background color of all the signage remains white.

Sincerely,

David Woods/asm

David Woods

Chair

Village of Geneseo Planning Board

With no further discussion, the questions were reviewed for the proposed building signs.

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 \_\_\_\_\_ No X
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 \_\_\_\_\_

T. Wilson moved to approve the buildings signs as presented on the drawings dated December 27, 2012 with the stipulation the “spark” and all signs are to be white. Sign sizes are: : **Wal-Mart**: 5’6” x 28’ 7 ½”, 158.39sf; **Spark**: 8’ x 7’ 1 1/2”, 57.00 sq. ft.; **Market**: 2’6” x 10’ 6 ¼”, 28.17 sq. ft.; **Home & Pharmacy**: 2’6” x 28’ 2 7/8”, 97.66 sq. ft.; **Outdoor Living**: 2’6” x 22’ 7 7/8”, 77.17 sq. ft.; **Auto Center**: 2’ x 15’ 3 1/8”, 31.51 sq. ft.; **Tire**: 1’ x 2’3 3/8”, 2.38 sq. ft.; **Lube**: 1’ x 2’11”, 3.13 sq. ft.; **Auto Center**: 2’ x 16’ 8 ¾”, 34.55 sq. ft.; **Pharmacy Drive-thru**: 2’ x 27’ 1”, 74.76 sq. ft.; **Exit**: 1’ x 2’3”, 2.34 sq. ft.; **Enter**: 1’ x 3’ 2 1/8”, 3.24 sq. ft.; **Pharmacy Drive- thru**: 1’6” x 19’3”, 39.90 sq. ft. M. Hamilton seconded the motion. The vote was as follows: Chair C. Meisel, aye; M. Hamilton, aye; B. Teall, aye; and T. Wilson, aye. The motion carried.

C. Meisel noted the size of the monument signs had not changed, only the lettering. She asked if there was further discussion. There was none and the questions for free-standing signs were reviewed.

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 \_\_\_\_\_ No X
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 approve the proposed changes to the free standing monument signs on Volunteer Road/ Veteran Drive and Ryan Drive/Route 20A as presented in the drawings dated December 24, 2012 with all lettering and the “spark” replacing the asterisk to be white with a brown background and the word “Supercenter” to be removed. T. Wilson seconded the motion. The vote was as follows: Chair C. Meisel, aye; M. Hamilton, aye; B. Teall, aye; and T. Wilson, aye. The motion carried.

It was noted this is an area variance and a type two action that does not require a SEQR. C. Meisel stated it was so noted that the proposed action has been considered under SEQR and has met the requirements for a Type II action: the proposed action is not environmentally significant.

B. Lewis thanked the Board for their time and consideration and exited the meeting at 4:50 p.m. M. Hamilton moved to close the public hearing, B. Teall seconded the motion. All were in favor and the public hearing closed at 4:52 p.m.

The January 08, 2013 McDonald's rebuild minutes were reviewed. M. Hamilton noted they were well done and moved to approve the minutes as presented. T. Wilson seconded the motion. The vote was as follows: Chair C. Meisel, aye; M. Hamilton, aye; B. Teall, aye; and T. Wilson, aye. The motion carried.

General discussion of current and upcoming projects within the community followed. B. Teall moved to close the meeting at 5:02 p.m. M. Hamilton seconded the motion. All were in favor and the meeting closed.

Debra Lund  
Secretary

*Approved: 04/02/2013*