

**Village of Geneseo Zoning Board of Appeals  
January 8, 2025 @ 4:30pm**

**Members Present:**

Carolyn Meisel, Chair  
Robert Meyers, Member  
Gretchen Crane, Member

**Other Village Representatives Present:**

Janna O'Brien, Secretary  
Craig Wadsworth, Code Enforcement Officer

**Applicants/Public Present:**

Kirah Brown, BBR Architecture for Wal-Mart  
McKenzie Samp, BBR Architecture for Wal-Mart

At 4:30pm, Chair Meisel called the meeting to order.

At 4:32, The meeting minutes from December 4, 2024, were reviewed. Member Crane moved to approve the minutes as presented. Member Meyers seconded. With no further additions, corrections, or discussion, the minutes were approved with ayes from all.

**Public Meeting- Sign Variance  
Wal-Mart  
4235 Veteran Drive, Geneseo  
Tax Map #81.10-1-5.21**

Chair Meisel opened the public hearing for Wal-Mart at 4:33pm. The Board introduced themselves, it was noted that Member Paul Schmied was not present. It was recorded that all proper notices were sent via US Mail, return receipt requested, as well as published in the Livingston County Newspaper, as follows; Notice is hereby given that a public hearing will be held by the Village of Geneseo Zoning Board of Appeals on January 8, 2025, at 4:35 pm, pursuant to Chapter 130 Zoning, Section 130-12, Section 130-17 and, 130-90 Attachment 10 Table of Sign Regulations and any other sections of Village Code which may apply on the application of Wal-Mart. The applicant is seeking one area variance to install a 3,273.36 square foot wall sign that per Village Code is over the maximum sq ft allowed. This request is for the property located at 4235 Veteran Drive, Tax Map # 81.10-1-5.21 in the Village of Geneseo, NY.

Chair Meisel asked the representatives from Wal-Mart for the return receipts. Ms. Brown handed in the Certified Mail Receipts, but they did not have the Return Receipts. The Board discussed and decided they would move forward with the meeting. The Board asked the representatives from BBR Architecture for Wal-Mart a few questions to clarify the scope of the request. The representatives explained that Wal-Mart is looking to do a brand update on all their stores, this would include updating the existing wording and color. They are looking to use the "spark" logo, which is smaller and more subdued. The members countered that because the blue background counts as signage it is almost 7 times bigger than the original sign.

Hearing no further questions, Chair Meisel closed the Public Hearing at 4:45pm. Member Meyers seconded the motion. The hearing was closed with ayes from all.

There was a discussion amongst the Board members regarding the substantial request for the sign variance. It was noted that when Wal-Mart first opened, they agreed to the parameters of building in a historic village. It was questioned whether this fits with the historical character of the Village.

The Board decided to table the discussion to the next meeting. Member Meyers made the motion to postpone the vote to the February 5, 2025 meeting; Member Meisel seconded the motion. The motion closed with ayes from all.

The board also discussed the importance of recruiting members in order to have a full Board. Member Meisel will reach out to Mayor Ivers to discuss.

With no further discussion, Member Meyers moved to close the meeting at 4:57pm. Member Crane seconded the motion. The meeting was closed with ayes from all.

Janna O'Brien  
Secretary