

Village of Webster
Planning Board Workshop Minutes

Meeting Minutes of February 24, 2016

Community Meeting Hall
29 South Avenue
Webster, NY 14580

Present: Peter Adams, Judy Gurnett, Kathy Bills, Building /Code Enforcement Officer
Will Barham, Secretary Jo O'Neill

The public workshop came to order at 6:04 pm.

Peter Adams indicated that the workshop would be an informal exchange of thoughts and ideas from the board and the public regarding signage in the Village. It was previously suggested by Kathy Bills that we have a discussion on this topic due to a number of issues with current business signs.

Discussion points:

1. Current state
 - a. Some residents have expressed concern over business windows being covered with advertisements and signs, which block the view into the business and becomes a safety issue.
 - b. There was some concern over flashing signs which are not allowed on the outside of the buildings. There are also however, flashing signs on the inside of some businesses that flash out through the windows to attract attention.
 - c. We are doing a good job with main signs, but it's time to review signage and the zoning. The guidelines are just that – guidelines. They are not law, and business owners do not have to follow them.
 - d. When stores come in for their initial sign permit, the signs follow the guidelines and there is no problem. But then as they're in business longer, they add a sign on the door, or in their window, or they decide to change their exterior sign; and they don't always follow the guidelines/code.
 - e. Guidelines are not currently distributed as they were never approved.
 - f. It is difficult to navigate the actual sign code.
 - g. Temporary signs (ie. sandwich boards) have a separate permit which are reviewed annually. However, some are left out 24/7 and actually become "permanent" signs. They should be brought in when the businesses are closed.
 - h. Some temporary window signs become permanent (ex. The Art Stop advertising classes and camps).
 - i. We have a number of pre-existing, non-conforming signs right now that do not conform to the current sign code.
 - j. Signs are not allowed at all in residential areas, unless they are temporary.
 - k. Businesses do not need to come before the Planning Board for window signs unless they need a variance. They do need a permit, but the code doesn't specify the design.

- q. Should we have a color pallet in the sign code for consistency? Possibly different color pallets for different zoning areas?
 - r. Landlords may have their own requirements and stipulations. Can we approach landlords about sign code issues on their buildings?
 - s. Other “technical” issues, ie. The Goodie Shoppe has lights strung along its railing. Is that an issue?
 - t. We should revise our “Statement of Purpose” for the sign code. It should speak to the character of the Village, and set the tone for what is expected.
4. Desired results/Next steps
- a. Signs must be professionally made.
 - b. Signs within the Village should have some conformity and meet certain standards.
 - c. Exterior signs need to be proportional to the business front, and only cover a specified percent of the business’ façade.
 - d. Specify color pallets for signs in different zoning areas.
 - e. Specify requirements for window signs, including guidelines that all businesses must have transparent windows.
 - f. Street numbers should be mandatory for businesses; of a specified height and contrasting in color to the rest of the building.
 - g. Design a pamphlet describing sign guidelines to educate business owners on what is acceptable and what is not, possibly including photo examples.
 - h. Determine what changes need to be retroactive, and any deadlines there will be for businesses to comply.
 - i. Revise our guidelines and sign code to include desired changes.

P. Adams asked Jo O’Neill to provide copies of the sign codes for East Rochester, Fairport, Pittsford and Penfield, and email them to the board. He then added that we should schedule another workshop to discuss the sign code further. Since there is nothing on the agenda for the Planning Board Meeting on March 3, 2016, we will schedule a workshop for that day instead.

The next Planning Board Workshop is scheduled for 7:30pm on March 3, 2016.

Meeting ended at 7:15pm.

Respectfully submitted,
Jo O’Neill
Deputy Clerk