

CHILI ARCHITECTURAL ADVISORY COMMITTEE
January 12, 2016

A meeting of the Chili Architectural Advisory Committee was held on January 12, 2016 at the Chili Town Hall, 3333 Chili Avenue, Rochester, New York 14624 at 6:00 p.m. The meeting was called to order by Chairperson James Ignatowski.

PRESENT: Robert Latragna, Matt Emens and Chairman James Ignatowski.

Chairperson James Ignatowski declared this to be a legally constituted meeting of the Chili Architectural Advisory Committee. He explained the meeting's procedures and introduced the Committee and front table. He announced the fire safety exits.

1. Review of proposed signage for the Roberts Wesleyan College located at 2301 Westside Drive, Rochester, New York 14624.

Richard Grier was present to represent Roberts Wesleyan College.

MR. GRIER: Good evening, Richard Grier, Director of Facilities for Roberts Wesleyan College, 2301 Westside Drive. I think you already said that, so.

We are updating our way-finding signage, so that's the one you have in front of you. You should have a list there. I think I gave the same package that I gave the Zoning Board for you guys, as well.

And so the new signs start with the WF-1 sign. Some of the -- so I put all of the signs that we are putting up. Some of them are not in Chili. Some of them are Ogden. So we won't -- they will look the same, other than the words. The -- so the sign is an extruded aluminum post sign with an aluminum panel in between.

The colors are sticking with the school colors. The posts are black. The sign body is mostly white with black lettering. And then a few -- a little bit of red, just to give it a little bit of pop.

JAMES IGNATOWSKI: Anything else?

MR. GRIER: No. That's pretty much it, unless -- whatever questions you might have or comments.

ROBERT LATRAGNA: I'm looking at the signs and most of these signs are going to be internal to the campus and not visible to the public.

MR. GRIER: That's correct.

ROBERT LATRAGNA: Except for Signs 4 and 5, which I'll deal with individually. The -- my question, um, first of all, is on the first one, you show how it is seated on side one, it shows how it is planted in the ground. Is this typical for all of the signs?

MR. GRIER: Yes. That is the same sign.

ROBERT LATRAGNA: I'm going to skip right ahead to the Signs 4 and 5. 4 and 5 border on Buffalo Road, and they will be visible as you go by, and so I'm going to address -- address those signs. I do like continuity, so a little hesitant to suggest changes to Signs 4 and 5 without suggesting changes to the remainder of the signs. Um, however, I'll address that within the Committee.

Um, typically we would like to see some kind of caps on these posts. Um, decorative caps or something architecturally pleasing. And beyond that, I really have no comment.

MR. GRIER: I should just note that, as you know, we have existing posts and panel signs on campus and all of those are -- existing ones will be removed and being replaced, plus additional ones. So there won't be a mismatch of signs like there is now. Because I think we have at least three styles of post and panel signs. So those will all go away. These will replace those. So all of the signs then of this -- will be of the same style as opposed to, you know, various styles on campus.

ROBERT LATRAGNA: That is our preference, so that's great.

Would you be opposed to putting caps on these signs?

MR. GRIER: Not opposed to putting caps on the signs. I can look and see what the options are and find something that's attractive to put on there.

ROBERT LATRAGNA: I have no further questions.

JAMES IGNATOWSKI: The posts according to your drawings are aluminum?

RICHARD GRIER: That's correct.

JAMES IGNATOWSKI: Um, based on the layout, positioned across the campus, um, don't you think -- why are these signs being so large? Is there a problem with people on campus finding the buildings?

MR. GRIER: The signs are based on the amount of words, you know, lettering that is on the sign. So we want it to be visible for driving and for pedestrian traffic, so it was recommended we use a 2-inch letter and Skylight Signs, you know, it has a lot of experience with that. So that's why we're opting to go to that size.

JAMES IGNATOWSKI: On your map, there are signs labeled with the WF which I'm

assuming is for way-finding?

MR. GRIER: Right.

JAMES IGNATOWSKI: Then there are ones in yellow. What are the ones in yellow on the signs? What do they represent? Are those disappearing or will they stay?

MR. GRIER: The signs in yellow are existing signs that we went through about two years ago with Zoning Board and the Town to get all of the signs registered and -- or whatever the proper term there is, and approved. So those are staying. And then the ones -- the way-finding signs are the new ones.

JAMES IGNATOWSKI: The ones in yellow are staying and we have the way-finding signs which are new, except for on one of your papers, you labeled which ones are actually being removed and are replacing.

MR. GRIER: Right.

JAMES IGNATOWSKI: Which isn't a lot. So you will have actually two different types of signs on campus then?

MR. GRIER: Well, most of the signs that you see labeled in yellow are like building signs as opposed to monument signs. There are monument signs at the Buffalo Road entrance which are the concrete signs with -- and then one at the corner of Westside and Orchard.

JAMES IGNATOWSKI: So the yellow ones are actually ones that are located on buildings then is what you're telling me?

MR. GRIER: Right.

JAMES IGNATOWSKI: I guess I have no other questions.

MATT EMENS: So the aluminum posts, which finish are they?

MR. GRIER: Black painted finish. Anodized aluminum.

MATT EMENS: So is it depicted in here as black and they will actually be black color?

MR. GRIER: Yep.

MATT EMENS: Text in black. From a simplistic approach, I can appreciate Roberts' comments at the beginning, but these seem a little bit more modern and a little more sleek, so I don't really know if a cap is going to do us anything here. Unless you were, you know -- I think then if we look back at what you guys originally had done with the brick and EIFS and concrete, if it was something more of a larger sign, as opposed to way-finding, it might make sense to do something more monumental that ties back to those, but I guess the logo is what is going to tie these together and the color, the text, the font on the logo.

MR. GRIER: Right. Correct.

MATT EMENS: You said it's an aluminum panel?

MR. GRIER: Yes, it is.

MATT EMENS: Okay. And then is the text --

MR. GRIER: Text is vinyl.

MATT EMENS: -- vinyl? So then you have the opportunity to change this if something changes?

MR. GRIER: Right.

MATT EMENS: Without changing out the whole sign?

MR. GRIER: Right.

JAMES IGNATOWSKI: I missed a couple things. One is on your drawing where you have the footing shown, it is labeled as 36 inches deep.

MR. GRIER: Correct.

JAMES IGNATOWSKI: You may want to consider 42 because that's standard footing depth, 42. With last winter, anything less than that tends to heave on you, so I don't think you're interested in having to replace all these in case we get that type of cold snap again.

One thing I want to bring up for consideration is your school colors are black and red.

MR. GRIER: Black, red and white.

JAMES IGNATOWSKI: Would you consider maybe putting the red border around the sign, because red is kind of lost on the vast majority of the sign. Maybe just around the edges to bring that -- because right now it is a big white spans with the letters, black posts and little red thing and little border there.

MATT EMENS: A lot of black.

JAMES IGNATOWSKI: You might want to rebalance it out by putting a border. I looked on the website for Roberts Wesleyan and it seemed like red would be the dominant color.

MR. GRIER: Right.

JAMES IGNATOWSKI: That is the last point I wanted to make. That's pretty much it.

ROBERT LATRAGNA: Are any of these signs lit?

MR. GRIER: No.

ROBERT LATRAGNA: Any lighting on the signs at all? Are they down-lighted, up-lighted?

MR. GRIER: None planned. We had map -- we currently -- that -- well, we actually already took them down. We had map signs that were internally lit but we removed them. And there were four of those. Four of these are replacing them, but we're not lighting them.

ROBERT LATRAGNA: Thank you. I have no further comments.

JAMES IGNATOWSKI: All set, sir. Thank you very much for coming.

MR. GRIER: Thank you. Have a good evening.

JAMES IGNATOWSKI: Our second one is not here.

In the meantime, we'll skip -- our next submission is not here yet, so we'll skip to Number 3, which will be approval of the minutes of 11/10/2015 AAC meeting.

Any questions?

ROBERT LATRAGNA: No.

JAMES IGNATOWSKI: Make a motion to accept them.

ROBERT LATRAGNA: Move to accept.

JAMES IGNATOWSKI: I'll second.

The Board was unanimously in favor of the motion.

JAMES IGNATOWSKI: Minutes are accepted. We'll give the client number 2 15 minutes to show up. If not, the meeting will be dismissed.

There was a recess in the meeting at 6:13 p.m. until 6:29 p.m.

JAMES IGNATOWSKI: The second applicant didn't show.

The meeting ended at 6:30 p.m.