

CHILI ARCHITECTURAL ADVISORY COMMITTEE
October 13, 2015

A meeting of the Chili Architectural Advisory Committee was held on October 13, 2015 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, Paul Wanzenried 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 Mavis Discount Tire located at 3209 Chili Avenue, Chili New York Mavis Tire application.

Ray Nasoni was present to represent Mavis Discount Tire.

MR. NASONI: Good evening. My name is Ray Nasoni, N-A-S-O-N-I. I'm with Signarama. We are here for the pylon sign to go out on the side. Actually, I should say monument sign to go out on the road, constructed of just an aluminum cage, aluminum base. It is going to be lit from the ground. I don't know what other details you want.

We're looking for -- I believe it was a 5 foot setback from the property line.

PAUL WANZENRIED: What was the applicant's name -- what was your name, sir?

MR. NASONI: Ray Nasoni.

PAUL WANZENRIED: Ray, do you have the authority of Mavis --

MR. NASONI: Yes.

PAUL WANZENRIED: -- for whatever we decide or come to an agreement on?

MR. NASONI: Yes. Within reason.

PAUL WANZENRIED: You said this was going to be up-lit?

MR. NASONI: Correct.

PAUL WANZENRIED: Not an internally illuminated sign?

MR. NASONI: No.

PAUL WANZENRIED: Any reason why we're not doing a monument sign?

MR. NASONI: We're putting a monument base on it. Typically their signs are lit. When they're not, we usually just put a base on them and put a pole to it and --

PAUL WANZENRIED: Well, what is the purpose of the yellow 24-inch by 72-inch block?

MR. NASONI: Being a monument base. Just as -- it is really just a skirt to cover the pole that would go into the ground.

PAUL WANZENRIED: So that skirt is not giving me much --

MR. NASONI: 24 inches tall, by the 72 inches in length.

PAUL WANZENRIED: Right.

And the width?

MR. NASONI: The width would be --

PAUL WANZENRIED: Or depth rather.

MR. NASONI: The thickness of it would be -- I want to say it is 10 inches.

PAUL WANZENRIED: Well, that's a -- the problem I think I have, Ray (Nasoni), is that that is a really nice-looking building, and I'd like to see the sign match the building.

MR. NASONI: Okay.

PAUL WANZENRIED: So in my opinion, or what I think, I -- I believe that it should be a brick facade, something of that nature.

MR. NASONI: Okay.

PAUL WANZENRIED: Okay. If you need to do -- I don't know -- yeah. I think it should just be that. It should be illuminated from the base. You can do that or illuminate it up top, be it goosenecks or something of that nature. But I think I would rather see something, brick columns coming up to match the brick on the building, something of that nature. Something to match the building. Flavors of that type.

I don't know how far Mavis will allow you to go, whether they will allow us to just -- I mean, I'm almost -- would rather see the size of lettering match what is going to go on the building and get rid of the comical discount and tires --

MR. NASONI: That is --

PAUL WANZENRIED: I know that is Mavis. I know --

MR. NASONI: The "discount" is even -- it is just their logo. That is how their signs are. That is just how all their pylon signs are.

PAUL WANZENRIED: I don't mind the "discount" here. Maybe it's the comical font that is on the sign that is grinding my --

MR. NASONI: It's, um -- all I can say is that is their logo. I don't have authorization to change their logo.

PAUL WANZENRIED: Okay. I think that -- that's all I have right now, Jim (Ignatowski).

JAMES IGNATOWSKI: Um, I agree with everything that Paul (Wanzenried) said. First thing I looked at when I saw this is that -- you have done a wonderful job on the building and this sign does not reflect the wonderful job you did. It is kind of out of character for the building itself. So my suggestion would be, is that you somehow incorporate some of the details from the facade of the building into this design. You said the skirt that wraps around the bottom -- what material is that skirt?

MR. NASONI: Aluminum.

JAMES IGNATOWSKI: Yellow aluminum.

MR. NASONI: Painted finish.

JAMES IGNATOWSKI: What color?

MR. NASONI: It is more like a cream, almost like your plaques up here.

PAUL WANZENRIED: So we -- you would say -- you would be in agreement that it would probably be a cream or an off-white color to match what's on the building?

MR. NASONI: Yes. Yes. It's to blend -- the color is to blend into more of the building colors. We were trying to stay away from the brick, because again, of the time of the year, digging a full footer for it, um, you know, they're looking -- they're looking to open in three or four weeks.

JAMES IGNATOWSKI: Getting back to the design itself, again, I agree with Paul (Wanzenried), with the type of font that you're using, you have -- Mavis in other places in New York State have done something different. I found a few examples.

MR. NASONI: They're all that.

JAMES IGNATOWSKI: Saratoga. Saratoga Springs.

MR. NASONI: That is the existing sign where the panel was just changed.

JAMES IGNATOWSKI: That is much more attractive than the tires and the --

MR. NASONI: It is still "discount," same font, just straightened out.

JAMES IGNATOWSKI: It is straightened out and it looks more attractive than what you have here, minus the tires. And so it is either something like that or mimicking the font that you have on the building, because that's -- you know, when you see tires, you're looking for something that represents speed or something like that and the angle of the letters on the building I think is very attractive. But I mean -- I see this in standard locations.

What you did in Chili is not standard, so I don't expect a standard sign. You guys have just done a marvelous job, and this takes away from that marvelous job you have done. So it is not -- it is just a compliment that I'm trying to portray to the people that did this building. It would be nice if the sign represented that building.

MR. NASONI: Okay.

JAMES IGNATOWSKI: Okay?

ROBERT LATRAGNA: I believe the sign's current design will detract from the facade of the building. We have done some very nice signage in Chili over the last several years. We typically ask for monument signs, ground-lighted or top-lighted. Generally, we have posts on the side or a solid piece as a monument.

I believe that the sign should match the building. I would like to see some continuity. So I would have to agree with my fellows here.

MR. NASONI: It -- is the base okay?

JAMES IGNATOWSKI: I -- I'll be honest with you, I like to see some more detail work of the base. There is no descriptions of the materials. There is no plan view of it, giving me the sizes. I would like to see a little more detail on that before I render a decision on that.

ROBERT LATRAGNA: I'm not in favor of the current design of the base. It looks cheap in my opinion. I have to ask, are we -- are you applying for anything on the --

MR. NASONI: This is a variance.

ROBERT LATRAGNA: Are you -- are we reviewing the sign on the building?

MR. NASONI: From what I understand, we have to go for the variance for this, for the sign on the building. I thought we -- I thought that is what we had to do first, apply for the variance. The way it was explained to me.

ROBERT LATRAGNA: We reviewed the Mavis Discount Tire building when it came up.

MR. NASONI: Okay.

ROBERT LATRAGNA: I believe we talked about the signage at that time, and I don't believe this is it. So, um, I would like to -- unfortunately, I do not have any notes from that long ago with me, but I think that is something that we're going to have to review and determine whether or not this has already been brought before the Board and we have already given some thought to it.

MR. NASONI: We were already granted the -- the sign for the north side.

ROBERT LATRAGNA: Is this an additional sign?

MR. NASONI: This is an additional sign for the west, I believe. The west -- the west end of the building.

ROBERT LATRAGNA: I'm not prepared to review this current -- the sign on the building at this time. I don't have anything else.

PAUL WANZENRIED: So if I understand what you just said, Ray (Nasoni), are you going to have something similar to what you're showing here on the west side on the north side?

MR. NASONI: The north side has already been approved for the -- that same sign, and then the one on the west side is the one that you have here, which is over the garage doors.

PAUL WANZENRIED: Uh-huh.

MR. NASONI: On the Kwik Fill side of the building.

PAUL WANZENRIED: On the gable. I understand where it is.

MR. NASONI: Yep. From what I understand, we have to go through -- we had to put in for a variance first because it was a second sign.

PAUL WANZENRIED: Right.

JAMES IGNATOWSKI: Do you have any idea what type of lighting you're using on the monument sign?

MR. NASONI: The monument sign they were using an LED floodlight to up-light it.

JAMES IGNATOWSKI: Well, when you come to see us again, would you bring a cut sheet of that so we'll have an idea what is going to be happening on that?

MR. NASONI: Sure.

JAMES IGNATOWSKI: Any other questions?

PAUL WANZENRIED: No. I just -- I think I agree with Bob (Latragna) in terms of the base and the aluminum. I'm not a big fan of that.

MR. NASONI: So you want to see a brick base is what you're looking for?

PAUL WANZENRIED: You know what? I don't -- I'd like to see a cap. I'd like to see two -- two side pillars or columns made of brick that are holding up the Mavis sign. Whether or not you extend that down to incorporate your address and omit the yellow all together, I'm okay with that. Or get rid of the yellow and make it a brick base and a solid one piece. I could do it that way. The --

MR. NASONI: The problem with two brick columns would be the structure of it.

PAUL WANZENRIED: That's correct.

MR. NASONI: Because of the design of the sign itself.

PAUL WANZENRIED: That's fine. They would support the sign. I wouldn't need the post. I wouldn't need the yellow --

MR. NASONI: You're saying to put a post here and a post here (indicating)?

PAUL WANZENRIED: When you say "post," that may reference, too, something that is 6 by --

MR. NASONI: Brick column.

PAUL WANZENRIED: Let's get something with a little meat on it, 18, 24 inches wide. You're only going up, what, 5 feet?

MR. NASONI: Really the base can only be 2 feet, because the sign couldn't be any more than 5 feet.

PAUL WANZENRIED: I understand that. But my vision would be that you have columns that come up, a cap that runs -- or a header or aluminum, if you will, that comes across at 5 feet and your sign is right underneath it. So your sign might be at -- whatever. 4 feet, 8 inches with a 4-inch, you know, cap at the top.

Do you follow what I'm saying?

MR. NASONI: I do. I just don't see that as being visually appealing.

ROBERT LATRAGNA: I think you will find some -- some examples of similar signs, similar to what we're asking for in front of Walgreens. There is one down at the building they just broke.

PAUL WANZENRIED: Wegmans has one. Target has one.

JAMES IGNATOWSKI: Unity has one and the one down over at the corner -- or the building at the corner of --

ROBERT LATRAGNA: Union and Chili Avenue.

JAMES IGNATOWSKI: Yep.

MR. NASONI: So we're not even good then with the shape of the sign?

JAMES IGNATOWSKI: No.

MR. NASONI: You're looking for pretty much a rectangular sign?

PAUL WANZENRIED: That's where we're going.

MR. NASONI: When they ask me these questions, I can say, "Hey, this is what they're looking for."

ROBERT LATRAGNA: Some of the signs that you see around here are not specifically rectangular. I believe the one down near 650, that's -- has an arch. But it is a brick -- it has a brick base and columns. But we are looking for something that's a little more decorative, a little more architecturally appealing and something that more closely matches the building that you're putting it in front of.

MR. NASONI: Okay.

ROBERT LATRAGNA: Am I correct in saying that?

JAMES IGNATOWSKI: Yes, sir.

PAUL WANZENRIED: I agree with that.

JAMES IGNATOWSKI: Any other questions?

PAUL WANZENRIED: I do not.

JAMES IGNATOWSKI: All right, sir.

MR. NASONI: Okay.

JAMES IGNATOWSKI: We appreciate you coming in and making your presentation.

MR. NASONI: Thank you.

PAUL WANZENRIED: Look forward to seeing you again.

2. Review of the propose Fastrac Market Facility located at 1064 Scottsville Road, Chili New York.

3. Review of proposed signage for the proposed Fastrac Market Facility located at 1064 Scottsville Road, Chili New York.

Matt Napierala and Ron Stafford were present to represent Fastrac Markets.

MR. NAPIERALA: My name is Matt Napierala, N-A-P-I-E-R-A-L-A. I'm appearing representing Fastrac Markets.

With me tonight is Mr. Ronald Stafford from Nelson Associates. The representatives from Fastrac are frankly all at a convenience store conference out west and I respectfully apologize for their absence tonight, but they will certainly be back in here for future discussions and meetings.

As well, I want to indicate that Ron (Stafford) has the elevations and floor plans. In working with the Town, we have kind of been trying to work it as quickly as we can and some of these are literally hot off the presses with regards to some minor revisions that the ownership has had us do.

As a very brief introduction, Fastrac Markets is going through a new building program over the course of the last year and a half in which they are advancing a new prototype of which you will see two of them in our region here, one in the City of Rochester at the corner of Ridge and Dewey and the other one down the road in the Town of Henrietta at the intersection of Hylan Drive and the off ramp from 390. That store just opened about three weeks or so ago. That particular building piece is really the prototype that Fastrac is going to be advancing and moving forward of which is currently proposed at the intersection of Scottsville Road and the off ramp to 390. So that's a program that we're looking at.

I'm going to really turn most of the architectural pieces over to Ron (Stafford) and let him talk about the building facade and the materials and such. I do have a couple samples -- well, actually just very few. We're trying to get together a more complete building package sample. Unfortunately, we couldn't get the EIFS piece, but we do have the actual brick from one of those projects and the metal trim work that is around the window sash. But with that, I will let Ron (Stafford) talk about the building. We put this up.

I know you guys don't have the actual elevations or the floor plans. We do have some -- some of the photos of the -- the Hylan Drive, which is going to be very similar. There is going to be some modifications to it that Ron (Stafford) will explain, as well.

PAUL WANZENRIED: Ron (Stafford), you're the architect?

MR. NELSON: I am.

PAUL WANZENRIED: Thank you.

MR. NELSON: As Matt (Stafford) described, the Fastrac is moving forward with a model building that they're using in all their proposed facilities. What you're looking at is a brick water table with a cast stone cap that changes into brick at the front of the building and EIFS at the adjacent sides.

These are aluminum canopies across the front and over an outdoor eating area, as well as they're essentially a decorative window shade that occurs on the two flanks of the building from the front door. These are photos from recently completed -- if they are helpful, pass them around.

There is also one adjacent to Kodak, isn't there?

MR. NAPIERALA: That is the Ridge and Dewey. We call it Kodak, but that's Downtown Rochester.

MR. NELSON: Actually, the pictures are of the Kodak facility.

PAUL WANZENRIED: You said this is following the new cafe style where there is a drive-thru?

MR. NELSON: There is a drive-thru along the back side. Here is the service window. There is indoor seating and outdoor seating, both.

PAUL WANZENRIED: What is the height on this?

MR. NELSON: 20 feet. 20 feet, 7, to the parapet around three sides and 25 -- 25, 5 to the front entrance parapet.

PAUL WANZENRIED: Thank you.

These awnings are never used for any other signage, correct?

MR. NELSON: The awnings themselves actually are sun shade, where rain and snow will come through. They are for the glazing across the front of the building, summertime sun.

JAMES IGNATOWSKI: There is an actual window behind it.

PAUL WANZENRIED: There are actually windows behind them.

MR. NELSON: Upper windows? Or down below?

PAUL WANZENRIED: The awnings that you are showing to the right and left?

MR. NELSON: Here and here?

PAUL WANZENRIED: Yes.

MR. NELSON: No, there is not. I thought you were referring to the awnings that stick out from the building. Here, here and here (indicating) is an awning arrangement that is sun shade.

PAUL WANZENRIED: I would call them canopies. From standing near there, they -- they would look like canopies. They just have been changed. Instead of being solid, they're perforated so they don't actually capture rain or snow.

JAMES IGNATOWSKI: Do you have some examples?

MR. NELSON: Construction samples are the aluminum systems and the face brick on the building. So that would match up with the pictures. That's the actual brick. Then all of the

aluminum window trim is the dark bronze aluminum.

What this has that won't be there are these front canopies on the front. They are changing into an arrangement like the adjacent windows. I will see if it shows up on yours.

So that front canopy, right here (indicating), is what is going away, and it's going to become a very shallow canopy along the front door.

PAUL WANZENRIED: So you will not have this here (indicating).

MR. NELSON: Correct. Those brick appear out front.

ROBERT LATRAGNA: The outside seating area, that would be a sun shade?

MR. NELSON: It -- yes.

JAMES IGNATOWSKI: What is the material that you have above the windows on the main -- on the main bulk of the elevation, above your canopies? Is that concrete or just a piece of trim?

MR. NELSON: You are looking at cast stone, again.

JAMES IGNATOWSKI: Um, when we got the package, there was a lot of reference to detail or page C-10. We never got it. So the concrete bollards, are the concrete bollards and forms going to be the same thing you're using on the building, the big --

MR. NELSON: The round balls? Yes.

MR. NAPIERALA: The front of the building will only have the round balls. No pipe bollards in the front of the building.

JAMES IGNATOWSKI: It will remain that color, the gray to match the EIFS?

MR. NAPIERALA: Yes, sir.

PAUL WANZENRIED: What becomes of the area where the canopy was?

MR. NELSON: The front walk? Oh, actually, the parking is going to be continuous. I don't know if it shows up in my floor plan.

MR. NAPIERALA: I have it on an updated site plan. I can roll that out. It has parking on both.

MR. NELSON: It has parking on both sides and the parking couldn't come across the front. We still have to have handicapped accessibility that will happen right at the front.

PAUL WANZENRIED: So you will have it striped, right?

MR. NELSON: For handicapped parking and for -- for the ramp. Oh, there is no more ramp.

PAUL WANZENRIED: You have to have egress for the mass public.

MR. NAPIERALA: All zero reveal. There is no reveal on that front sidewalk.

MR. NELSON: So that is what is changing, the blacktop meets at the zero elevation of the sidewalk.

ROBERT LATRAGNA: Do you intend to use parking curbs?

PAUL WANZENRIED: How will you stop the cars? Without a curb, you have to have some sort of means of stopping the elderly woman who steps on the gas instead of the brake.

MR. NAPIERALA: That's the new front. So essentially, some additional round bollards along -- along the front for that purpose.

Um, and with regards to these other spaces, that's been a point of discussion with the ownership group, and I have those same comments. But as of right now, there -- there is no -- there is zero reveal and just essentially change in texture is all that slows it.

PAUL WANZENRIED: Yeah, that's not --

MR. NAPIERALA: But again, we have similar --

PAUL WANZENRIED: We'll get into that in an hour or two.

MR. NAPIERALA: I understand.

JAMES IGNATOWSKI: You will have people parking on your --

MR. NAPIERALA: That is the new piece that has not shown up on that submittal set.

PAUL WANZENRIED: Dumpster trash enclosure, will that be of similar materials? Brick sides? What was your plan for that?

MR. NELSON: Do we have enclosure for this?

MR. NAPIERALA: We have an enclosure. The plan is chain link with slats unless I hear otherwise.

There was discussion at the dais amongst the Committee members.

JAMES IGNATOWSKI: I don't really have any -- from a materials standpoint, from an architectural standpoint, I don't really have any -- what's the word I'm looking for?

PAUL WANZENRIED: I like it. It's okay. It's 50. It will fit in down there on Scottsville Road.

I don't -- I'm not crazy about the dumpster enclosure. I think I would like to see that to be made of materials similar and brick on both sides or -- I don't know, maybe a split-face block or something that is painted to the color of the siding of the -- of the EIFS system that you have on this. Um, I -- I think that would be better. I'll be able to see that from the road. That's my concern. So to me, that should change. I'm not a fan of the zero grade, but we'll get to that. I see that you have it here on this one on -- in Henrietta and the one -- both of these actually.

MR. NAPIERALA: Yep.

PAUL WANZENRIED: We'll get to that in the next hour or so.

JAMES IGNATOWSKI: I agree with Paul (Wanzenried). I think because we didn't get all of the drawings that we needed to properly review it, um, and we're going on your word what is going to happen with the dumpster enclosure, the slats will get beat up in a year or so and look

like garbage.

Again, you did just a nice job of the building and it won't be representative what I see in the main elevation with relationship to the dumpster, so you need to incorporate the details of the front of the building and incorporate those into the dumpster.

Other than that, I think it's a nice building. Again, I wish I would have had more detailed drawings, cut sheets on the lamps, what you guys are using, but I can get an understanding what is going on. From that, the building is fine.

ROBERT LATRAGNA: The design of the building is superior to some of the buildings in the area. I am glad to see something going into that spot in particular. It should be a good spot for the -- the materials are good. They flow together nicely. As far as the building goes. The signs we'll address separately.

PAUL WANZENRIED: Is that Fastrac sign internally illuminated, the one above the doors?

MR. NELSON: It is.

PAUL WANZENRIED: What are the chances that we get that lighted with goosenecks and get away from the internal illuminated signs?

MR. NELSON: May be possible. I can at least --

PAUL WANZENRIED: I would like you to approach Fastrac with that, if you wouldn't mind.

Another question, the canopy over the gas pumps, that's not illuminated in any way, back internally illuminated in in way? Or the skirting around the sign.

MR. NAPIERALA: The skirting is not, no, sir.

PAUL WANZENRIED: Just down lights inside.

MR. NAPIERALA: The down lights to satisfy NFPA. But the canopy is not banned.

ROBERT LATRAGNA: Any signage on the canopy?

MR. NAPIERALA: One sign on the canopy. Similar to the building sign, just to fit on the face of the canopy.

ROBERT LATRAGNA: Two-sided canopy tower merchandising? Sign D?

MR. NAPIERALA: Yes. Those are some merchandising signs that they desire. Again, they have put it in the package for purposes of their marketing onsite.

ROBERT LATRAGNA: Where on the canopy will that --

MR. NAPIERALA: Typically they will be on half or four of the piers that hold the canopy up.

ROBERT LATRAGNA: So under the canopy?

MR. NAPIERALA: Under the canopy.

ROBERT LATRAGNA: Visible to people filling their tanks?

MR. NAPIERALA: Right.

PAUL WANZENRIED: I have nothing further with regards to building or the architecture of the building.

JAMES IGNATOWSKI: No further questions on it either.

ROBERT LATRAGNA: I find the building sign to be acceptable. Or -- I'm sorry. At this point, I have no objections.

JAMES IGNATOWSKI: Okay. Onto the next portion of this review, which would be the sign that is along Scottsville Road.

PAUL WANZENRIED: Would you like questions or do you have a presentation?

MR. NAPIERALA: Frankly, only thing I have -- and I apologize I didn't print it out -- I have a physical picture of the Hylan Drive on my phone. I can show you that. I did not frankly -- we were really focused on the building pieces tonight, understanding that the sign becomes a very critical part and we're almost like, you know, willing to come back to deal with the signage.

But frankly, since you're here, you have some ability, we would love to hear your comments and feedback so we can take it back to the ownership group and move forward if we can. So with that, if we call this preliminary discussion, I would love to be able to entertain that.

PAUL WANZENRIED: Great. Because I probably need two cracks at you.

MR. NAPIERALA: I bet you do. We have thick skins, so don't worry about it.

PAUL WANZENRIED: I -- I see you -- you gave us a picture that is showing the gas prices for member, non-member, an LED display, and when I read -- when I'm looking at this other depiction, which advertises pizza, snacks, drinks and more, is that LED, as well, and is the sign going to switch? Do you follow what I'm saying?

MR. NAPIERALA: Yes. I know.

PAUL WANZENRIED: One minute I will see the gas prices and another minute I see you sell this, that and the other thing?

MR. NAPIERALA: Essentially, the sign is a digital display board. The -- the primary purpose of that is for the fuel prices, with the ability for that to -- to switch on a very low frequency, meaning it's not intended to be a -- in any way a distraction to drivers, and the frequency of that is very flexible with Fastrac, but they would like the ability to do some changes at a frequency that the Board seems to think is reasonable to put other marketing pieces on that digital display. The primary purpose is for the fuel pricing and it started out in this day and age for their customer and for the ever-changing fuel prices that appear almost on a bi-daily basis, it's safer for their employees to be able to have that and change that price setting inside the store, rather than hanging signs outside like the old days. So that is the primary purpose.

But with that technology comes the ability to market and to do other things and they would

like -- and they give us that -- that discussion to the Board to say we would like to be able to have that change at a frequency of some reasonable amount.

PAUL WANZENRIED: Okay. The one -- the one sign, the pictures shows it fully -- the gas price type ad. Then there is the other one that shows fully pizza sandwiches, snacks and more and it looks like a third one that kind of takes both into consideration. I look to this, okay?

MR. NAPIERALA: Right.

PAUL WANZENRIED: So my first one is this?

MR. NAPIERALA: The reality --

PAUL WANZENRIED: Then this would be what this could rotate to, or -- or alternate the display to?

MR. NAPIERALA: Yes.

PAUL WANZENRIED: This is what, a third option that it could have?

MR. NAPIERALA: Well, again, that digital board has different programability. So they could maintain, I think, the price setting and have advertising below. The times I have been to both the four new stores, and I didn't mention that they have one opened -- the first one was in Camden, which is south of -- or just north of Oneida Lake and another one in Wolcott, which is south of Lake Ontario, halfway between here and Oswego. So the four new stores that happened in 2015, every time I have been to those stores in the last six months, I have only seen gas prices. I have not seen the advertising on that main sign. I don't know what that means. It's not like I'm there every day, but the times I've been on site visits, so the past six months to the new stores, I have probably been to the store -- different stores about ten times and I have only ever seen gas.

Again, for what it is worth, that's the primary purpose of that digital board.

ROBERT LATRAGNA: Is this going to be a full-color board? Will any color sign be able to be produced?

MR. NAPIERALA: To my knowledge, sir, yes, it's a full display color.

PAUL WANZENRIED: The Fastrac again is internally illuminated?

MR. NAPIERALA: Yes, sir.

JAMES IGNATOWSKI: What I'm seeing here, is with your options of signs, to me it looks like everything is fixed.

In other words, it pops up and you just read that. Is there going to be any scrolling or marquis?

MR. NAPIERALA: The intent is not to scroll. Again, that -- in a lot of boards, that is considered a constant change. So it's really a pop-up, a stagnant for some frequency time and then a change back to essentially the pricing. And whether or not that is a change every five minutes or every two minutes or every half-hour, whatever that frequency, you know, essentially becomes so they can, you know, have that ability to utilize the technology.

JAMES IGNATOWSKI: I guess my only worry about that is it would be nice to know exactly what they plan on doing in terms of the variety of signs, because, you know, some of them can be subtle, depending on the backgrounds you use and others can be very, very bright, which wouldn't be good for traffic.

So I think that has to be looked at and hopefully there will be some limitation as to how bright we can make that, in terms of background.

PAUL WANZENRIED: I believe you're going for a variance, correct, on the height of this?

MR. NAPIERALA: I believe so.

PAUL WANZENRIED: Are you berming this up? Are you berming the sign? In other words, are you altering grade?

MR. NAPIERALA: No. The issue with the height of the sign is we were okay if this thing becomes a pylon sign, but with the skirting below it, it's considered a monument sign, so therefore, our height is too high. So if we just did it -- this is my understanding talking to the Code Office, if we just left this as a pylon sign with the skirting, our height is within code. But the ownership group indicated that visually they like to have that lower skirt, and code told us well, that potentially becomes a visual barrier for traffic and we feel our sight lines are okay. So that is why we're going to ZBA for that purpose. Again, I have --

PAUL WANZENRIED: Your signage won't be bermed; is what I am saying? Or are you going to berm it?

MR. NAPIERALA: Current grading plan does not show it bermed.

PAUL WANZENRIED: That's what I thought, too. It is different than what is shown here, Matt (Stafford). That is why I question it.

MR. NAPIERALA: Correct.

PAUL WANZENRIED: That is why I bring it up.

MR. NAPIERALA: When you look at the photos of Hylan, that one is bermed. And there was -- because there is some existing berms in the area and we were matching some photo, but this one is not intended to be raised up and bermed. It is at grade.

ROBERT LATRAGNA: What is the material for the skirt?

MR. NAPIERALA: It is similar to this aluminum. It's an aluminum skirting, and matching that same color as the aluminum pieces in the building awnings and the canopies.

ROBERT LATRAGNA: I would like to -- I would also like to see a proposal as to whether or not the sign can be down-lighted or internally lighted or uplighted. The rest of it -- the rest of it is pending the variances, whether they're approved.

PAUL WANZENRIED: I think -- go ahead.

JAMES IGNATOWSKI: I'm just looking at the picture that you -- that you gave us. If you

go -- if the idea is to go to the monument type sign, are you going to have that -- it looks to be like maybe about six to seven courses -- it is like a brick block material, below the main sign. Is that going to remain, or will you drop the part that illustrates the gas prices? Will you drop that down on top of the skirt that you plan on using? What were your thoughts on that?

MR. NAPIERALA: The -- the -- the skirting should -- again, depending how they -- there might be some variation in that actual photo of how the intent here is, and the intent here is, is that skirting makes it appear to be a monument sign, but it is not -- I mean physically, the constructibility is it -- it's a single pole pylon with a skirt around it for visual aesthetic purposes.

JAMES IGNATOWSKI: I would be more in favor of putting the brick base on it, with the -- with the stone cap, something to draw back to the architecture of the building.

ROBERT LATRAGNA: That is a question that we typically are making on signs, as you probably saw on the last sign proposal, for monument signs.

No further questions.

PAUL WANZENRIED: No further questions.

JAMES IGNATOWSKI: I have no further questions either.

PAUL WANZENRIED: I propose if the applicant is acceptable to this, that we table it until next month's meeting.

JAMES IGNATOWSKI: This is preliminary. I agree.

PAUL WANZENRIED: If the applicant is acceptable to that?

MR. NAPIERALA: Certainly are.

JAMES IGNATOWSKI: I make a motion to accept this proposal be tabled until the next available meeting or whenever the client is ready to come forward.

ROBERT LATRAGNA: Second.

JAMES IGNATOWSKI: No further questions for you.

Approval of the minutes from the September 8th, 2015, AAC meeting?

PAUL WANZENRIED: Make a motion to approve the minutes.

JAMES IGNATOWSKI: I second the motion.

The Committee was unanimously in favor of the motion to approve the minutes.

The meeting ended at 6:49 p.m.