

CHILI ARCHITECTURAL ADVISORY COMMITTEE
October 12, 2021

A meeting of the Chili Architectural Advisory Committee was held on October 12, 2021 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 the proposed Hubbard Springs Apartments monument sign located in Chili, New York

Ryan Brandt was present to represent the application.

MR. RYAN BRANDT: Hi, everyone. My name is Ryan Brandt, B-R-A-N-D-T, from Rochester's Cornerstone Group, here on behalf of the Hubbard Springs Apartment development over on Union Street, Union Square Boulevard.

We have some monument signs. We're about 60 percent of the way through construction over there. The RGE or -- was doing some utility pole relocation over on Union Street yesterday, so it was a good progress point for our development as we try to get the permanent power to the site. It was an interesting process.

So we reached the point now we're getting all the site -- site work done and specialties in and things like that. So we'll work with Paul Wanzenried in the Building Department to get our submissions here and now we have monument signs, one for each side. 165 Union Square Boulevard at the corner of -- corner of Union Square Boulevard and across the street, 154 Union Square Boulevard.

So we propose a monument sign for each parcel and then additionally a -- a leasing office sign.

So essentially what we're trying to do here -- so I think the Board members have a -- Committee members have an attachment there, but these -- when I start with these, you have the monument sign here. I do have a sign board material. So this is really what we're doing for color. We're trying to match the siding color of the 24-unit building at 154 Union Square Boulevard. Not a specific paint number. It's a paint number to match the siding color so it is kind of mixed together. I don't know if you can -- I don't know if anyone wants to touch it or feel it. But it is sign foam, so really high-quality density stuff.

This would be essentially equal or -- the same exact sign at 154 and 165. So it would be -- kind of matching the bluish tones from both sites. It is a little different color on both sides, but it will be kind of matching about that, with that type of tone.

And then the -- the third -- the third sign we're starting to get to is a leasing office sign. So you can see this is a very small version of it. Leasing office located at 154 Union Square Boulevard.

Our reason for coming to this -- we have to go to the Zoning Board of Appeals after this if the Committee is okay with it because this will be a second freestanding sign on the site. But the reason we're looking to do that is most traffic is going to come off of Union Street. Pull on -- pull off of Union Street, Union Square Boulevard and they will encounter 165 Union Square Boulevard before 154 where all of the offices are located. So our rationale for including this there is before they pull into the site ideally they will see this sign and say, "Oh, leasing office located at 154."

We went back and forth do we say "down the street"? "Across the street"? What do we say? So we're hoping this is enough sign so they don't kind of do a loop around the site, call over to the management office, stop someone on the side -- at the playground and say, "Hey, where is the management offices?"

So that is our purpose for asking for a variance for that second sign.

First of all, some way-finding signs which, I think, are allowed per code. But those are our -- our three monument signs we're proposing and -- so this is -- this is also a sample representative color meant to match, you know -- once actually printed, it will match perfectly. These colors will complement each other. And this material is a -- a dye bond with -- digitally printed vinyl is the material. So that is -- that is what this is.

I guess I have both samples here for anyone to touch, feel, look at if they want to, but I will answer any questions that anyone has, too.

MATT EMENS: So there is two of these here. One of them no longer is important. Which one is?

MR. BRANDT: The one on your left is no longer relevant. That is --

MATT EMENS: All three are a post and panel additional monument sign which is what you need the variance for?

MR. BRANDT: I think we just need a variance for the lease office sign, because -- it is the

second monument sign on the site, yeah. So coming to you guys first for this sign -- well, I guess all three signs, but specifically that one first.

MATT EMENS: You answered my first question, that the color is going to match the buildings, the blue is. So the blue and the white.

MR. BRANDT: Right.

MATT EMENS: And -- yeah, I guess in general, I don't -- I like that they're all going to be complimentary. And you did -- it does say on here double-sided. So that one at Union Street, that -- the corner is going to be double-sided and it will also be double-sided at the multi --

MR. BRANDT: Right.

MATT EMENS: -- unit building?

MR. BRANDT: Yep. No -- no lighting proposed, no -- no ground lighting. The signs themselves won't be lighted here.

MATT EMENS: This won't be lit.

Just walk me through, where are the three of these then? I see the one going into the drive.

MR. BRANDT: There is just one office leasing sign actually.

MATT EMENS: Okay. It says three. But quantity one. Sorry. Got you. Got you. So that -- that is it. Got you.

MR. BRANDT: Okay.

MATT EMENS: No. No questions.

ROBERT LATRAGNA: So to sort of follow up on his discussion, so it would be one of these and two of these and this (indicating).

MR. BRANDT: Yes.

ROBERT LATRAGNA: One on each side of the post or is this one on one location and one on another location?

MR. BRANDT: 154 -- so it should be -- hopefully there -- 154 is on -- you know, 154 Union Square Boulevard. So just one of this particular sign. And then almost an identical one, but it says 165 over across the street. This is the one that is going to be on the corner of Union Street/Union Square Boulevard. They were kind of -- first submission went into Paul (Wanzenried) a couple weeks ago. I think last week I tried to bring in the one that Matt (Emens) showed, the updated leasing office sign and hopefully you guys have both. It is -- really the only difference is 154 and 165.

ROBERT LATRAGNA: The posts, are they going to be wooden, not painted?

MR. BRANDT: Correct. Well, they will be pressure-treated posts. PVC posting. Not painted. So it removes the -- we have some paintable ones over in Sweden like that and we already had to go back and repaint them. So that is our goal here -- obviously not to have to do that.

ROBERT LATRAGNA: That was the intention. I was going to ask why they weren't going to be painted.

MR. BRANDT: Just maintenance and upkeep.

ROBERT LATRAGNA: I have no further questions.

JAMES IGNATOWSKI: The leasing signage you had, it has the building number on it; correct?

MR. BRANDT: Right. So the -- so each of the buildings at 165 -- there is six buildings at 165 Union Square Boulevard, eight-unit buildings. They all have a building number on them, as well. 100 through 600, 100, 200, 300. So the building down the street, you know, further down Union Square Boulevard is just 154 Union Square Boulevard. So the buildings on 165 will be 165 and then Units 101 through 108. 201 through 208.

JAMES IGNATOWSKI: But the lease office will have the building number on it?

MR. BRANDT: It will. I think that is the best way to do it.

JAMES IGNATOWSKI: This one doesn't show it, so I'm assuming that that is the correct sign.

MR. BRANDT: That one was scrapped -- that was -- Paul (Wanzenried) had pointed that out a couple weeks ago. If you say "lease office this way," they will say, "Is this the building?" So hopefully it has the intended effect, to steer people down the street.

JAMES IGNATOWSKI: So the Building Department has the correct sign. Okay. All right. Only other question is that -- your main monument sign is 4 feet high but your leasing offices are 5 feet high. Is there a reason why there is a difference in height?

MR. BRANDT: Not a particular reason. If that's -- I don't see any reason why we couldn't lower that down to 4 feet.

JAMES IGNATOWSKI: That's my recommendation. It seems like it would be, you know --

MR. BRANDT: Keep it consistent.

JAMES IGNATOWSKI: Right.

MR. BRANDT: The bottom of the sign should be at least, you know, 2 feet up, it looks like, or at least close to 2 feet. If we have more than 2 feet of snow, we have other issues. So we can make that change.

JAMES IGNATOWSKI: Okay. I appreciate that. I have no further questions. I appreciate you coming in and giving us your presentation.

MR. BRANDT: No problem.

MATT EMENS: Thank you.

JAMES IGNATOWSKI: Thank you very much, sir.

MR. BRANDT: Sure.

JAMES IGNATOWSKI: Next part of the meeting is the approval of the minutes from the July 13th, 2021, meeting.

James Ignatowski made a motion to approve the 7/13/21 AAC meeting minutes, and Robert Latragna seconded the motion. All Committee members were in favor of the motion.

The meeting ended at 6:13 p.m.