

**Village of Skaneateles**  
**Historical Landmarks Preservation Commission**  
**November 18, 2015**

Present: Chad Rogers, Chairman  
Dave Birchenough, Member  
Kathy Dyson, Member  
Ted Kinder, Member  
Lisa Riordan, Member

John Crompt, Code Enforcement Officer  
Dennis Dundon, Clerk to the Boards

Richard Schmidt, Applicant

Lisa Dietz, Cortland, NY  
Anna Widger, Cortland, NY  
Kathryn Kinder, 1029 Autumn Tree Court  
Tara Lynn, 38 Academy Street

At 7:30 pm, Chairman Rogers announced the application of Richard Schmidt for a Certificate of Approval for a business sign at 26 East Genesee Street. Mr. Schmidt explained that his current intent is to install a sign on his building -- where the wording on the sign will stay the same and the dimensions of the sign will be as originally proposed. He now proposes to make it the same as the Fleur de Lis Florist sign. That sign was designed by Sandra [Schmidt] in calligraphy, was transferred to wood and cut out using a jigsaw. He proposes to duplicate that approach by having individual letters made and covered in gold leaf. Mr. Schmidt explained that he owns FingerLakesRealEstate.com, LLC as his organization, but that it is a state requirement that he have Seller Meets Buyer on the sign also. The proposed border on the sign will be removed. The letters will be applied directly to the building.

In response to a question from the Board, Mr. Schmidt explained, "Hers is somewhat centered with a fleur-de-lis to the right and left. To make the sign work and fit, the fleur-de-lis on the left will be taken off." Member Dyson asked if 'Seller Meets Buyer' has to be on this sign or could it be elsewhere? Mr. Schmidt said it was required by New York State real estate rules. The names will be different sizes -- Seller... at 4 inches high and Finger... at 10 inches high. The bottoms of the lettering will line up. [Multiple Conversations] The members discussed the relative sizing of the sign elements and lettering.

Chairman Rogers, "I'd really like to see, Richard, a photo of the building with the mock-up exactly where it is going to go, exactly what you are proposing, the font, the size of it. It is really difficult to; we are trying to visualize it from a black & white picture. We asked for a couple of things with the application, so we can see it in context and make the appropriate decision. Who is going to make it for you?" Mr. Schmidt was not sure. Chairman Rogers, "They would most likely be able to do a mock-up of it. We are all trying to imagine it; we are probably all imagining something different."

Mr. Schmidt asked if he should take a photo and superimpose something with a computer? Mr. Dundon suggested that he could print it out and paste it in. Chairman Rogers suggested asking the person who is going to fabricate it to produce something. Member Kinder said that he'd like to see whatever would be

there permanently be in exactly the right place. He suggested perhaps the use of a removable sign hanging below that ultimately could be removed? Mr. Schmidt seemed to be happy with that suggestion.

Chairman Rogers repeated that he'd like to see a rendering of the sign. He then asked if Mr. Schmidt had verified with CEO Crompt that the total sign area was within code? Member Dyson reiterated that the Board needs to see exactly what it is going to look like – colorwise, where it fits, the proportion. Mr. Schmidt said that with a hanging addition to the sign that everything would be set in and squared off with the building. All agreed that would be the best solution.

Chairman Rogers asked the Board if it is the sense of the Board that it needs to see a rendering or mock-up? The Board concurred. Mr. Schmidt asked, "How do I do that?" Member Kinder, "Take a picture and draw it on the picture." Member Dyson, "I would suggest that you find the person who can make the sign first, and then tell him what you want to do and then have him do the drawing for it." Chairman Rogers, "I'd recommend that they come out and take measurements of that panel – the space that's available and then give us a drawing that shows the façade, the place where the sign is going, the relationship to the existing sign all on one image." Mr. Schmidt, "So I don't have to come back, how would I do that remove thing? It could be a hanging thing on that?" Chairman Rogers, "I would consider doing it down below in front of the glass transom that's above the door. So maybe you suspend it from that so you are not into your stone? It can be back in slightly. That's OK."

**Member Riordan, "I make a motion that we table and adjourn this matter and will review that application once you return with your mock-up of the lettering and placement as desired."**

**Member Kinder seconded the motion.** Upon the unanimous vote of the members in favor of this motion, this application was adjourned to a future meeting.

This matter was concluded at 7:48 pm.

Respectfully submitted,  
Dennis Dundon, Clerk to the Boards

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Dennis Dundon, Clerk to the Boards

Andrew Ramsgard, Architect, on behalf of the Applicant

Lisa Dietz, Cortland, NY  
Anna Widger, Cortland, NY  
Kathryn Kinder, 1029 Autumn Tree Court  
Tara Lynn, 38 Academy Street

At 7:30 pm, Chairman Rogers announced the Public Hearing on the application of Carl & Anna Marie Gerst for a Certificate of Approval for the installation of a lift and the relocation of some pavers at 115 East Genesee Street. Mr. Ramsgard introduced himself and presented, "I think everyone knows the house at the corner of Onondaga and East Genesee Street. The proposal is to put in a new accessibility lift underneath the covered entry way. Back a number of years ago, we did the addition. The long-term plan was to have Christine, their daughter who has special needs, in the addition above the garage. It has turned out that now they have a full-time caregiver. They have put forward a trust and they want Christine to stay in the main house, in her own room, for life use. The caregiver will always stay with her. They need the lift to get from the driveway to go up 20 inches to get to the first floor. We installed an elevator in the house 15 years or so ago. The reason for changing out the pavers in that area – the current driveway is concrete. We want to remove the pavers underneath the covered breezeway so it is easier to plow. The caregiver can get a car underneath the covered area to get Christine out the door and then up and in. We will reuse the pavers and take out the bocce ball court; the kids have long since stopped using it. So we'll use the Brittany Blend BelGrade pavers to supplement them. We are proposing to do a circular design there. There is one modification that they wanted since the application was submitted, and that was to remove a door and put in a window here. They really don't need the second window so they want to just fill that in. It's in the areaway where the elevator is going. So rather than put in a new window, just relocate the existing window into the door opening on that side and match the existing siding. There is a proposed picture. We have enough of the existing stone work so we can cover that up and blend completely. We will be matching the existing siding where the window comes out."

Member Riordan, "What is the siding?" Mr. Ramsgard, "It's an aluminum siding; it is painted kind of a mauve-taupe, so we'll just be repainting it same color. We have to cut out the floor in that corner. There's a full basement that's below it. The door will enter at grade to the lift and go up the 20 inches that we need to get up to the first floor at that level." Member Riordan, "The new concrete; does that remain a gray color?" Mr. Ramsgard, "Yes, it will be a broom finish gray color that matches out in front

of the garage. It will follow exactly the curb lines, so everywhere the pavers are.” Member Riordan, “What is the material of the door?” Mr. Ramsgard, “It will be a fiberglass door. It will be white. All the trim is white.”

Chairman Rogers opened the public comment portion of the hearing. There was no one desiring to be heard. Member Dyson, “I move we close the Public Hearing.” Member Riordan seconded the motion. Upon the unanimous vote of the members in favor of the motion the hearing was closed. **Member Birchenough, “I move that we accept the application as it is drawn.” Member Dyson seconded the motion.** Upon the unanimous vote of the members present in favor of the motion, it was carried. This matter was concluded at 7:59 pm.

Respectfully submitted,  
Dennis Dundon, Clerk to the Boards

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Kathy Dyson, Member  
Ted Kinder, Member  
Lisa Riordan, Member

Dennis Dundon, Clerk to the Boards

Lisa Dietz, Applicant  
Anna Widger, on behalf of the Applicant

Kathryn Kinder, 1029 Autumn Tree Court  
Tara Lynn, 38 Academy Street

At 8:00 pm, Chairman Rogers announced the application of Lisa Dietz for a Certificate of Approval for a business sign at 46 East Genesee Street. Ms. Dietz introduced herself, noting that she had submitted renderings/mock-ups for the sign as it would look on the front of the building. The sign will read "Emma James Boutique". Ms. Dietz stated she is opening a women's clothing and accessories store on January 16, 2016. The sign is proposed at 12 feet long and 1 foot high with lettering at 8 inches. The letters will be mounted on wood. It is to be bronze lettering. The background is to be knotty pine, clear coated. The letters will project from the wood background. Member Dyson observed that the wood background extends substantially beyond the letters and that it is a light color that is totally different from anything that's around it. Ms. Dietz, "I wanted to make it pop from the building. I wanted to be sure that it stood out from the building; I was having problems deciding what to put with the green."

Member Riordan questioned the rendering accuracy showing the amount of bare wood. Ms. Dietz mentioned that there will be two wood tables visible in the window, as well as the wood flooring – which will pull the look all together. The fixtures on the walls will be copper pipe. The Board members suggested that the sign face be trimmed to limit the exposure beyond the lettering. Ms. Dietz agreed. Member Riordan suggested that the color of the pine may be a little yellowish. Ms. Dietz said that her plan was to be natural without being yellow. Member Dyson suggested that in this case samples would be helpful.

**Member Riordan, "I will make a motion that we pass the proposal as shown but be careful with the proportions – making the wood background amount extending beyond the letters 1/3 of what is shown on the drawings." Member Dyson seconded the motion.** Upon the unanimous vote of the members in favor of the motion, the motion was carried. This matter was concluded at 8:13 pm.

Respectfully submitted,  
Dennis Dundon, Clerk to the Boards



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Tara Lynn, Executive Director, Skaneateles Area Chamber of Commerce

Kathryn Kinder, 1029 Autumn Tree Court

At 8:14 pm, Chairman Rogers announced the continued discussion of sandwich board signage in the historic district. Ms. Lynn introduced herself. She wants to share what consistent messages she is getting from local business owners to get the discussion started. She does not have a formal proposal but handed out some printed preliminary thoughts. The genesis of the discussion comes from the fact that there cannot be permanent signage on Route 20, and that has given rise to desires for off-premise sandwich boards to promote businesses not located on Genesee Street. She noted the controversy over a sandwich board placed by Theresa Vitale of Skaneateles Artisans. The absence of such a board allegedly affects her business. Ms. Lynn does believe that it is a “real problem, a real concern. As unattractive as they may be, the sandwich boards do have impact.” Member Dyson asked if the timing of the impact might not have been just the regular seasonal cycle. Ms. Lynn said that it had continued to be busy in August.

Ms. Lynn said that on the matter of on-premise signs, she had presented to the Chamber board the Commission’s idea of allowing “beautiful, horizontal, hanging signs. They loved it. I don’t think it solves the big problems, but I think that it’s a wonderful addition.” Ms. Lynn said that on-premise sandwich boards are being used by a number of businesses to promote traffic in their businesses. Ms. Lynn was told by the CEO that as long as it is up against the building and not in the sidewalk, it is OK at this point. She would like to promote an “attractive uniform look” for such signs. Member Dyson is concerned that if they are attractive then everyone will have one -- and is that the look that we want? The Board commented that this may only be a temporary period of relaxed enforcement pending a definitive statement. Member Kinder asked about the event signs at the corner. Ms. Lynn, “They appear and then they disappear.”

Ms. Lynn next brought up off-premise signs, “like Theresa Vitale, people like Moro’s, people like My 3 Boys by Julie that just opened up. How can we get people off Main Street down?” She said that Jordan and Fennell Street businesses get significantly less foot traffic than Genesee Street businesses. “We thought about a chamber-sponsored, Historic Commission-endorsed sandwich board.” She explained that the boards would be in two locations – the corner of Jordan and Genesee, and also the little pathway just past Gilda’s that goes down by the outlet. The top portion would be the listing of businesses. At the bottom would be enough room for two event posters. “That corner is essential for Boat Show, Dickens, event schedules.” Member Dyson, “How do you propose to give priority?” Ms. Lynn, “These would be for businesses.” [Multiple conversations]

Member Dyson mentioned the blank infill space between First National and Lakeview House which might be a good location for posting community events. Member Dyson suggested removal or relocation of the Chamber directory that is mounted on the bridge as being not very attractive and blocking the lake view. All agreed that was a discussion for another day. Conversation turned to possible placement of community event signage in the lawn area in front of the Masonic Temple. Ms. Lynn, "I can't argue that having 6 sandwich boards out is a great thing. It's in the way and it doesn't look great. I get that. So let's come up with a better solution. But I think that getting rid of all of them is not the solution." The Board members asked – how do you make an exception? Member Birchenough, "The people pay less rent on Jordan Street and Fennell Street. I want to find a way to help them. But it is very unattractive, it's a hazard sometimes when they blow over. I don't see any compromise. Maybe a chamber managed sign with multiple businesses is a compromise, but I don't see how you do it for individual businesses."

The Board then discussed the possibility of mounting something on the face of the buildings at the corners of Jordan and Genesee Streets. Member Dyson likes a pole with multi-color whimsical arrow signs. Ms. Lynn also suggested lowering the signs at the Jordan/Fennell corner. The Board suggested that it might need color. [Multiple conversations] The Board feels that projecting signage of different color and design may help. Ms. Lynn asked if sandwich board signage listing business and directing people down would be acceptable to the Commission. Member Dyson, "Signs that look the same will probably not be effective."

Chairman Rogers, "My favorite idea from tonight to luring people down Jordan & Fennell is working with the building owners for coverage both ways on Jordan." [Multiple conversations] "The trouble with the sandwich board is how do we say only you guys can do it – or else you have 100 of them." The Board debated use of categories rather than business names.

Chairman Rogers, "We have been asked to provide a recommendation to the Planning Board and Village Board specifically on sandwich boards. We were going to use that as an opportunity, if the sign code is going to be rewritten, it's an opportunity to introduce the perpendicular projecting sign as an idea. We're not in charge of rewriting the code; we are just recommending for appropriateness in the historic district. That is basically our next step. We were going to talk about things like recommending a permanent community sign like the one you were talking about in front of Masonic Temple. That's our next step. And I think we were going to try to do that for the next round of those meetings which are early December."

Member Kinder, "I realize that it is your organization's mission to drive pedestrian traffic that way, but is it really the Village's mission to force pedestrian traffic in that way?" Ms. Lynn, "I think the Village would like their businesses to be successful." Member Kinder, "I think there's a happy medium in there, but it seems haphazard how it is being approached." Member Riordan, "We respect your position, hearing all the emotion and requests and filtering it our way." This discussion was concluded at 9:10 pm. Ms. Lynn left the meeting.

At 9:11 pm, the Board continued discussion on signage. At 9:11 pm, the Board continued discussion on signage. Member Riordan asked if it is still the Board's thinking to get rid of all the sandwich boards? The other members concurred that it still is. The Board strongly prefers the location for such directional signage to be the buildings. The Board agreed that it serves the exact same function of the sandwich board without them blowing down and other negatives. Member Riordan asked if it is still the Board's thinking to get rid of all the sandwich boards? The other members concurred that it still is. The Board strongly prefers the location for such directional signage to be the buildings. The Board agreed that it serves the exact same function of the sandwich board without them blowing down and other negatives. The Board sees negatives with all such sandwich board signs, both on-premise and especially off-premise.

The Board continues to support the option of vertically hung signs mounted so as to project perpendicularly from the building face. The Board feels that they should be relatively compact, but that a great deal of latitude be allowed regarding shape, color and design. The meeting was adjourned by acclamation at 9:30 pm.

Respectfully submitted,  
Dennis Dundon, Clerk to the Boards

