

**Village of Skaneateles**  
**Historical Landmarks Preservation Commission**  
**December 16, 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

Terry Askey-Cole, 54 E Genesee St  
Fred Weisskopf, 54 E. Genesee St.

At 7:30 pm, Chairman Rogers announced the continuation of the application of Richard Schmidt for a Certificate of Approval for a business sign at 26 East Genesee Street. Mr. Schmidt explained that he had embraced the Board's idea of placing the Seller Meets Buyer name on an auxiliary sign that can be permanently removed upon his obtaining approval to operate solely under the Finger Lakes Real Estate.com name. That name will be affixed to the building. As he had expressed at the November 18 meeting, it is his intention to adopt the same style of lettering and color finishes used by the existing florist sign on the building. He said that stylistically the lettering is close to and inspired by the Apple Chancery font, though modifications have been made in the renderings of the name in calligraphy, so as to match the Fleur de Lis sign. Mr. Schmidt showed the Board the fonts as well as the sample lettering for the name.

Next, Mr. Schmidt, showed the Board his rendering showing the placement of the signage on the building. The name Finger Lakes Real Estate.com will appear on 2 lines and will be contained within a single piece of the limestone façade. The production process will be the same as that used originally for the Fleur de Lis sign. Each individual letter will be cut out of wood, sealed and colored gold, as close to the color of the existing sign as possible. The letters will then be glued to the limestone façade. The existing fleur-de-lis symbol on the east side of the existing lettering will be removed. After questioning by the Board, Mr. Schmidt concluded that there was no way to reuse it without unbalancing the appearance. The Board was complimentary to Mr. Schmidt on his revised conceptual design.

The auxiliary hanging sign will be made of wood with hand lettering in matching calligraphy. The Board preferred that the background will be a gray color to match the limestone. The letters will be gold to match the main sign. The auxiliary sign hanger mounts will likewise be glued to the building façade and the wooden sign will be suspended by metal links.

In response to a question, Mr. Schmidt verified that the lettering would be the hand-drawn calligraphy to match the Fleur De Lis sign, not the stock font. Mr. Schmidt was queried about the plain design of the auxiliary sign; he agreed to have it embellished with Italianate touches to be compatible with the building itself.

**Member Dyson, “I move that we approve the application for the signage as presented by the applicant with lettering based on a modification of the Apple Chancery font. The background colors will match the limestone and the letters themselves will match the Fleur De Lis sign. The auxiliary sign will be Italianate and is to be removed as soon as possible.” Member Riordan seconded the motion.** Upon the unanimous vote of the members in favor of the motion, it was carried 5-0. This matter was concluded at 7:48 pm.

Respectfully submitted,  
Dennis Dundon, Clerk to the Boards

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Terry Askey-Cole, on behalf of the Applicant  
Fred Weisskopf, on behalf of the Applicant

At 7:53 pm, Chairman Rogers announced the application of Gallery 54 for a Certificate of Approval for permission to replace an outdoor flag with a banner style flag at 54 East Genesee Street. Ms. Cole introduced herself and Mr. Weisskopf as artists and owners of the Gallery. Ms. Cole explained that it is challenging to attract shoppers to walk down as far as the gallery and to entice them to enter. Many people mistakenly conclude that it is a traditional art gallery and do not choose to enter. The existing flag tend to wrap around itself. She said that she had seen a similar banner sign in Charlotte and liked the look. Gallery 54's banner concept would project from the front of the building and would have colorful images of gallery products on both sides.

Ms. Cole showed the Board a full-size concept of the banner as an example. The owners have spoken with CEO Crompt and understand that the Zoning code limits them to a 12 inch projection. Ms. Cole showed an illustration of the size of a 12 inch banner, because the concept shown previously was wider than 12 inches. The banner will be mounted adjacent to the front door on the left (east) side with the brackets attached above and below the trimmed area. The brackets will be removable and the banner will be brought inside at night.

Mr. Weisskopf explained that he had considered a steel frame (too heavy) or possibly aluminum (expensive). One of their other artists is going to craft the bracket out of quarter-sawn oak. He asked the Board's opinion on the color, suggesting that it could be painted to match the building or the trim color. The Board preferred that the frame be painted to match the gold trim of the building. The mountings will be attached to the wood building facade and the banner will be located in the general area where the existing flag and holder are mounted. Mr. Weisskopf explained how the banner will be mounted and dismounted from the brackets. Ms. Cole said that the banner will be constructed of 13 ounce vinyl and will have stitched pockets at top and bottom for the bracket to be inserted. Mack Studios in Auburn will be screen printing the images on the banner.

**Member Birchenough, "I move that we accept the application as presented, on the condition that it project no more than 12 inches from the building front." Member Dyson seconded the motion.** Upon the unanimous vote of the members in favor of the motion, it was carried 5-0. This matter was concluded at 8:10 pm.

Chairman Rogers then updated the members on the timing of the Board's presentation to the Trustees regarding sandwich board signs and other possible signage modifications. He suggested that it be deferred until early 2016 because of the Trustees' current intense involvement with Local Law #4 of 2015.

The meeting was adjourned by acclamation at 8:21 pm.

Respectfully submitted,

Dennis Dundon, Clerk to the Boards