

Village of Skaneateles  
*Historical Landmarks Preservation Commission Hearing*  
June 10, 2009

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In the matter of the application submitted by 5 on Jordan Men's Shoppe for a Certificate of Approval from the Commission for business signage for the front of the store located at 5 Jordan Street in the village of Skaneateles.

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Present: Charles Williams, Chairman  
Mona Smalley, Member  
Pat Blackler, Member  
David Neibert, Member  
Mary Fran Strodel, Member  
\*Karlene Miller, Member  
Kihm Winship, Member  
Katharine Dyson, Member

Jorge Battle, Clerk to the Historical Commission

Mike Ficia, Store Manager

Robert Eggleston, Rickard Road  
Evan Dreyfuss, 100 East Genesee Street

Absent: Andrew Ramsgard, Member

Chairman Williams opened the public hearing at 7:30pm announcing the application for signage for 5 On Jordan Men's Shop. He said, "we have had colored prints provided for us, with the dimensions and a temporary sign has been up and I assume this sign is going approximately the same location as that sign."

Mike Ficia said, "I don't think it's going to hang down a long at that one is. We are actually going to frame it in so nothing gets behind it – no bugs back there. We are going to frame it." The Chairman said, "...raised gold leaf sails." Member Smalley said, "I saw the temporary sign this morning and it looks very nice. I like the colors and I like the way it looked." Member Dyson said, "I think it's great that we have a men's shop finally too." The Chairman said, "we use to have one." Member Dyson asked, "I have no problem with your sign. It's well designed. But I'm wondering, that's going to come down in that nice plate glass window, why you haven't just run it across that board that goes all the way across?" Ficia said, "we are going to run it across that board. It's going to hang down a little bit. It's probably going to be about that much (2-3 inches) down. It's not going to block the window really that much at all. The one that's hanging there actually hangs down further than that sign is going to be." Member Dyson said, "I just wondered why is it going to be across the whole board and not block that window."

Ficicia said, "it would have been way too long...it would have been really long. We wanted to have the sails kind of show on the boat, a nautical look, that what we wanted."

Member Neibert asked, "so this rendering isn't really accurate then. It shows more on the window." \* Member Miller arrives. Ficicia said, "yes, it's going to be totally up toward the top of that white. See the sails?" Member Neibert said, "this whole thing is going to be up to the top of this." Ficicia said, "almost to the top. The sails are going to go past just a little bit, see right there?" (multiple conversations) Member Blackler asked, "are you going to go side-to-side all the way?" Ficicia said, "we are going to put it right in the middle of the window." Member Blackler asked, "so there is some plate glass on either side?" Ficicia said, "yes." Member Neibert said, "so the spacing, the dimension on the rendering here is about what it would be as far as the spacing on either end and all of that." Ficicia said, "yes, about that size." Member Neibert said, "except it would be up farther. Is that building ??? a quarter board across the top? It doesn't show on the drawing." The Chairman said, "it's indicated." Member Dyson said, "it's a bigger proportions than what's indicated." Member Dyson asked, "does it go all the way across?" Member Dyson said, "yes, about 10 to 12 inches." Ficicia said, "the board across the top is a lot bigger that 66 inches. We are not going the whole width of the front." Member Blackler said, "no, I just asked you if there is going to be window on each side."

Member Neibert said, "so the sign is 20 by 66." Member Dyson asked, "that foam stuff is pretty weather proof?" Ficicia said, "yes. It's a foam like to it won't even rot." Asked about the smaller wall sign Ficicia said, "it's the same sign as the store right next to us. The exact sign."

Chairman Williams said, "the gold leaf, I can see that on a yellow sail, but the brown sail." Ficicia said, "that's going to be *rusted brown*. That's the brownish one." Member Miller asked, "is that paint?" Ficicia said, "yes. It's *medium green* and the yellow is a gold 24 ct. leaf. The background of the sign is going to be black, gloss paint." Member Smalley asked, "why did you pick gold leaf instead of gold enamel." Ficicia said, "the sign lady said that's what she used to get the right color for our logo." Member Dyson said, "going back to the linear thing, she couldn't have designed it so that it might, just on that board and go *5 On Jordan* and then *Men's Shoppe*, continuing so that it just is on that board? Seems like it would fit better design-wise." Ficicia said, "the wood isn't really that wide. It's not real wide." Member Dyson asked, "so you think that they are not going to see it?" Ficicai said, "...we kind of wanted the sign stand out a little bit. It's no bigger than the *Hitching Post*. I'm not sure how her window was but none of those windows are shaped the same. We try to keep the window clean. We took nothing away from the window with the sign."

Member Neibert, holding the drawing said, "there's a board above this window that goes the full length of the building, all the way across. You say it's about 12 to 15 inches wide. It would be above that window frame that you have pictured here." Member Dyson sketching says, "I think you have to draw it like this....my question was why wasn't the sign just occupying that whole board? It would have to block your window, because you have a great window." Ficicia said, "because the sails come up above a little bit. That was so the sailboat would stick out a little bit for the logo." Member Neibert asked, "so if the sign sticks down over the window, is there a gap then behind the sign? Obviously, the window is inset." Ficicia said, "yes, there would be a little gap in behind the sign, where the window is. But, where the wood is..." "...that's not a

problem with cobwebs and for cleaning?” asked Member Neibert. Ficia said, “no, because we clean those windows like every couple of days. So, we would definitely get behind that and clean it.” Member Neibert asked, “you could get behind it - the gap is enough?” Ficia said, “yes.”

Chairman Williams said, “the *rusted brown* and *medium green* what finish are those? Gloss or matte?” Ficia said, “it’s going to be gloss too.”

Member Miller said, “it looks good to me.” Member Smalley said, “yes, I like it.” Member Miller said, “**I make a motion that we approve this as presented.**” Seconded by Member Smalley.

Member Dyson said, “I would like you to go back to your designer and just ask her if she could come up with a linear – I’m not going to object to this. But you might want her to take a look at a linear look and expand the *5 On Jordan* – same design, but just pick up this *Men’s Shoppe* in this direction which would stretch the sign out to go across the whole board, and you wouldn’t have that issue with the window on the end and space underneath. You might like it better. But have her take a look at that.” Ficia said, “so, instead of 66 may be 72.” Member Dyson said, “it would just be longer and *Men’s Shoppe* could be even bigger. Member Neibert said, “it would be fully on the board and not overlapping the window at all.” Member Dyson said, “the *Men’s Shoppe* could stand out, make it larger as a design element.”

Ficia said, “originally when she made this up for me, when she brought it to me, she had it at 60 inches long. It was really short. You can’t go that short. So, I had her changing –and she went to 66, which didn’t take up the whole space. I think it’s about 70 or 72 inches for the whole space.” Member Dyson said, “I would tell her to go the whole length of the board And see if you can fit it up and looks more permanent. I think it looks more temporary the way you putting it now.” Ficia said, “when I go back there I will measure the window.” Member Neibert said, “my feeling is that the sign sticking down over the window looks patched in.” The Chairman said, “if it goes to the vertical parts at the side of the window, you won’t notice that it hangs over a few inches.” Member Neibert said, “if it went frame-to-frame. So, you don’t have a little piece of window sticking up on either side... so visually you don’t have that little piece of glass on either end so it looks like that the sign didn’t really fit and you put it up but it really didn’t fit.”

Battle said, “you have a motion to approve as presented.” The Chairman asked, “if this should be put in as an amendment?” Member Dyson said, “yes, the length of the window.” More discussion. The Chairman said, *Men’s Shoppe* could be slid over to where it starts under the ‘an’ of *Jordan*.” Battle asked, “you have an amendment to what?” The Chairman said, “to extend the length of the sign to frame to frame, so it looks like it is all one piece and you don’t have little pieces of glass visible. Member Smalley said, “since you are making all kinds of changes, why not just move it up so it’s up on the frame.” The Chairman said, “it is.” Member Dyson said, “move it to the top of the frame.” Member Dyson said, “it’s really not going to stick down as far as what it shows on the drawing.” Ficia said, “no, I think it’s only about 6 inches. It will hide my lights up in the window.” Member Neibert said, “if it went from the outside frame to the outside frame across so you see no frame or window, then it would look fine.” Battle said, “the amendment is to **have the sign the width of the window running outside frame to outside**

**frame.”** Seconded by Member Blackler (Amendment motion from Member Dyson) The Chairman asked if this included the wall sign by the door? The Commission agreed that it was part of the motion.

The vote was 8-0 in favor of the amendment. The vote on the original motion was 8-0 in favor. The hearing was closed at 7:45pm.