

**Village of Skaneateles
Historical Landmarks Preservation Commission
December 17, 2018**

Present: Chad Rogers, Chairman
David Birchenough, Member
Kathie Dyson, Member
Ted Kinder, Member
Lisa Riordan, Member

Dennis Dundon, Clerk to the Boards

James Peacock, Premier Signs, on behalf of the applicant

Re: Consideration of the application of Premier Sign Systems on behalf of M&T Bank
for Certificate of Approval for replacement business signage
at the property addressed as 33 East Genesee Street

At 7:00 pm, Chairman Rogers called the meeting to order and opened discussion on the M&T application.

Mr. Peacock introduced himself and noted that the Bank has recently changed its branding and has developed a new logo that no longer includes the square graphic. The Bank has finished the replacements of signage in the Buffalo and Rochester regions and is now working on the Syracuse and Hudson Valley regions. He described the project as a like-for-like change, noting that the size for each of the four signs is approximately the same; the new signs will overlap the old locations by 2 ¾ inches top and bottom to provide coverage for any discolored areas or mounting holes. Mr. Peacock described the dimensions as they appeared on the submitted drawings.

Member Riordan verified that the signs are 5 ½ inches higher, but the same length (6 feet) as the signs they are to replace. Member Dyson observed that the east side sign will actually cover a portion of the stone header, saying that was not permissible. Member Kinder stated that even the front sign is too big, such that it “nips the arc.” Mr. Peacock explained that the signs are designed to the bank’s exacting standards for size, color, placement and style – therefore allowing little latitude in the actual appearance. The bank has a strong belief in the energy bar band along the bottom, and the elements and spacing are driven by the font size. They want to keep consistent branding across their markets.

Chairman Rogers asked if there are any communities where the bank has proposed a more historic sign? Mr. Peacock said that there have been compromises on size, but no other deviations. Member Riordan asked if the bank has used materials other than aluminum? Mr. Peacock said that there are four types of signage:

- Pan sign as proposed for Skaneateles. It mounts over the attachment frame, limits the number of attachment points and has no visible fasteners. It is not illuminated.
- Box sign – illuminated
- Box sign – not illuminated
- Channel letters, that must be individually attached. The members did not see that as an option for an historic building.

Chairman Rogers said the Board has recently approved some composite signs that were routed. Mr. Peacock said that because of the narrow size of part of the font, it was not possible to do a textured background. The letters would have to be V-carved instead, and those types of signs do not last. Member Dyson said the Commission's guidelines do not allow for aluminum signs. Mr. Peacock pointed out that it is what's currently installed. He added that he thinks it unlikely that the bank would change their branding.

Chairman Rogers asked is the lettering could be projected? Mr. Peacock replied that dimensional lettering could be done and would provide some depth. Member Dyson reminded him of concerns over the size. Mr. Peacock said that the sign could be like for like – the same size as the existing. He explained that the size and spacing of the energy bar and the letter 'M' determined the proportions of the sign. Chairman Rogers observed that holding the height to 18 inches as in the current sign could result in a sign that was a bit shorter than the existing 6 feet, based on proportionality. After discussing alternative sizing and locations, the members agreed that same size and same spot was the best answer – recapping as 18 inches high, length to be less than or equal to 6 feet, lettering to project roughly ½ inch.

Mr. Peacock said that if the Commission approved, he would revise the drawings for submission in the permit process. **Chairman Rogers, "I move that the Commission approves all four signs as proposed, subject to the height being 18 inches to match the existing signs which may make the length less than the existing 6 foot sign, that acrylic lettering that projects ½ inch +/- from the face of the sign be used, that the painted bar at the bottom will be flat, and that the signs be mounted in the same locations as the existing signs."** Member Dyson seconded the motion. **Upon the unanimous vote of the members present in favor of the motion, the motion was carried 5 - 0.**

This matter was concluded at 7:28 pm.

Respectfully submitted,

Dennis Dundon, Clerk to the Boards

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Re: Other matters

At 7:30 pm, the Commission discussed other matters.

Mr. Dundon showed the members a list of potential meeting dates for 2019, noting that generally the meetings have been scheduled for the third Monday of each month as requested at the last meeting. Exceptions are in February and April when that week coincides with school breaks. The members feel that is an acceptable approach. The January meeting will therefore be **Monday January 21 at 7:00 pm.**

Member Dyson noted that she had sent an email to Village Attorney Pavlus regarding expansion of the Historic District. who replied noting that the District is established by Village Local Law and any amendment would require passage of a new law by the Board of Trustees. Attorney Pavlus further noted concerns over 'spot zoning' which is not permitted. The Board discussed other possible approaches to allow for voluntary participation by property owners both contiguous to and removed from the current Historic District.

Mr. Dundon suggested that the Board consider development of a statement of purpose/intent covering what it would like to accommodate. Member Dyson agreed to do a draft and circulate it to the members.

These matters were concluded and the meeting adjourned by acclamation at 8:19 pm.

Respectfully submitted,

Dennis Dundon, Clerk to the Boards

