

Village of Skaneateles
Historical Landmarks Preservation Commission Hearing
August 12, 2009

In the matter of the application submitted by Tim Etter for Gallery 54, for a Certificate of Approval from the Commission, for business signage for the front of the gallery located at 54 East Genesee Street in the Village of Skaneateles.

Present: Charles Williams, Chairman
Pat Blackler, Member
Andrew Ramsgard, Member
Mona Smalley, Member
Katharine Dyson, Member
Kihm Winship, Member
David Neibert, Member

Jorge Batlle, Clerk to the Historical Commission

Tim Etter, Applicant

Evan Dreyfuss, East Genesee Street
William Mahood, West lake Street

Absent: Mary Fran Strodel, Member
Karlene Miller, Member

Chairman Williams opened the public hearing at 7:33pm announcing the application for Gallery 54 located at 54 East Genesee Street the former Linda Roche Real Estate office.

Tim Etter, applicant representing Gallery 54 said, "...I am one of the owners of the gallery. There are 13 of us that own the business, and we also have consignees. That is basically a computer generated mock-up of what exactly the sign will look like. It's 13 inches high and 97 inches wide. They made it an inch wider so we could put some brackets on the frame that's already there, so the brackets don't show. It will be rimmed in gold leaf. The lettering will be gold leaf and it will have an apple green circle with the number 54 in it. That's the logo for our building."

Member Winship asked, "is the lettering raised or just all on one level?" Etter said, "it's not going to be raised. It's actually carved out of wood. It's hand tooled." Member Ramsgard asked, "is it a 'V' cut or is it a straight cut?" Etter replied, "that's a good question. I would refer to Paul Pappard who is doing the sign. I don't know. I know it's been carved. I plan to go over on Friday and take a look at it. ...He does so many different signs, I'm not sure exactly what kind of cut. I can not answer that question." Member Ramsgard said, "it effects how the gold looks. Whether it looks contemporary or whether it looks traditional." Etter said, "hopefully it

will be traditional. That's the look that we want to create. We think that this look is in keeping with the building, and the signs around the Village. It certainly is complimented by the color of the store front."

Member Dyson asked, "the type face is traditional also." Etter said, "we think it is quite elegant." Member Ramsgard asked, "how is the '54' applied?" Etter said, "it's going to be carved too as well?" Member Ramsgard said, "so it's a relief." Etter said, "the last time we spoke, it's going to be a circle about this thick then applied to the sign itself. So the circle will be raised out. Then the '54' will be carved in that circle." Member Neibert asked, "it would be painted?" Etter said, "yes, the entire sign will be black with gold leaf. Then the green is going to be painted. It'll be sealed and it's on a very durable wood." Member Neibert asked, "the raised circle, that's painted green also, or is that black?" Etter said, "the circle will be painted green. Then the black lettering inside the circle will be carved and painted black."

Member Winship asked, "what about the door sign?" Etter said, "that's going to be identical to what's on the actual sign. Right now there's a brass '54' – and we are considering the possibility of using that logo where those numbers are. But we don't have to."

Member Smalley said, "the sign is centered over the window. It looks great. I'm just curious – how come you didn't center it over the whole front?" Etter said, "basically because there's already a frame there that Linda had used to put her sign up. We will use that same frame without removing it. So, it will be mounted to that frame. We also thought that the size – given the size - that that was adequate for this space." Member Neibert said, "yes, I think that's fine. And these are accurate colors? Is this the color?" Etter said, "this is a more accurate color. It's really a deep ???? " We did consider the colors." Member Neibert said, "that's much better. That's more of a Plum." Member Dyson said, "I like it. It looks great." Etter said, "it is a very elegant color actually. These I had printed over at the UPS. So, it's not an accurate color. It's a lot warmer than it's going to look like this."

Etter continued, "then on the next page, if you want to look at that, that's actually what the sign will look like. It's a larger version." Member Neibert said, "it looks fine to me."

Member Smalley said, "**I move that we approve this sign as presented for Gallery 54.**" Member Ramsgard said, "the Apple Green clashes with the gold, because it's too close." Etter said, "this was very difficult because you had 13 artists as designers. It was a bell." Member Dyson said, "green is striking more. You'll see it better." Etter said, "we were hoping it would kind of pop." Member Ramsgard said, "it will pop."

Motion seconded by Member Neibert. The vote was 7-0 in favor of the motion. The hearing was closed at 7:41pm.

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