

Village of Skaneateles
Historical Landmarks Preservation Commission
April 13, 2011

In the matter of the application submitted by FLR Partners, LLC. for a Certificate of Approval from the Commission to place a store front business sign on the premises located at 44 East Genesee Street in the Village of Skaneateles.

Present: Charles Williams, Chairman
Mona Smalley, Member
David Neibert, Member
Pat Blackler, Member
Kihm Winship, Member
Beverly White, Member

Jorge Batlle, Clerk to the Historic Commission

Richard J. Tait, for the applicant

Jerry Morrissey, Skaneateles
Robert Eggleston, Skaneateles
Ted Kinder, Skaneateles

Absent: Andrew Ramsgard, Member
Katharine Dyson, Member
Karlene Miller, Member

Chairman Williams opened the public hearing at 8:15pm announcing the application of FLR Partners, LLC.

Richard Tait made the presentation. He said, "in the application package, as you look through it, there's a picture of the store front as it exists now. We did a PhotoShop design of what the proposed sign would look like above the windows, on the store front. Then the back page of the package is an actual engineer drawing of the sign which shows the dimensions and what it would look like as well as a description of the color. Jerry brought one of the current signs that are being used at real estate properties to give you an idea of the actual layout of and the colors and so-on. I do have a color chart to be able to show you, even though they are relatively small. It is Pantone 274 color which is this color right here on the chart. It is kind of between a Navy blue and a purple. This is the actual color. Then the lettering is just a bright white lettering."

Member Winship asked, "there is no boarder around it?" Tait said, "no there is not. It just the way we had it in the engineering drawing and on the PhotoShop." Member Winship asked, "how far does it stand-off?" Tait said, "what we were proposing to do it would be about an inch

and a half off the face of the building. It is actually going to hang from the existing lip that's there. We would use a couple of eye bolts with 'S' hooks, and then a center post to keep it from swinging in the breeze and so-on. So, it would just hang out a little bit from the façade of the building because façade has some texture to it. It would just be centered on the 2 windows."

Chairman Williams asked, "what's keeping the birds from nesting behind it?" Tait said, "at this point in time, other than some on-going maintenance, not too much." The Chairman said, "you ought to think about that." Tait said, "we would certainly take a look at it, and we would certainly make a commitment to keep it clean and stay on top of it. We also deal with the Shear Building across the street. That's a program that we have to stay on top of to keep it clean and taken care of as well." The Chairman said, "just that much space is just right for the birds to get in there and the droppings and people – other than that, no problem." Tait said, "understood, but because of the texture on the façade, we can't relay put it flush against the building without cutting the existing façade." (all look at color photo) This sticks out which is what is preventing us from that flush to the building. So, we were going to hang it from here with a center stand-off to keep it from swinging. Then we would just have to stay on top of it to make sure it stays clean."

Member Neibert asked, "why couldn't you just put a block of wood to fill that space behind the upper part of that sign just to fill it in?...what stick out, this piece right here?" The Chairman pointing on the photo said, "this, sticks out further." Tait said, "there is actually a picture here that you can see the existing façade a little bit better. You've got a lip that sticks out here and this is recessed in, then you have this decorative blocking that goes along here." The Chairman asked, "the dentil work is recessed behind this?" Tait said, "no, this actually comes out beyond it." Member Neibert said, "the recessed part is the white. How wide is that?" Tait said, "I do not know the exact dimensions." Member Neibert said, "what I'm saying is if the top of the sign has to come out because of the dentil work down below sticks out, and you are going to have a gap – the bottom of the sign is going to be right against the dentil work." Tait said, "that's correct." Member Neibert continued, "it's the top. So, what if you put a filler in behind the top." Tait said, "actually what we could do is cut a block of rigid foam to fit in there and that would probably be the best methodology for filling that." Member Neibert said, "you fill the gap and it's not going to be visible to anybody because it's behind the sign, and it will fill that gap." Tait said, "we can certainly do that. We can just get a piece of rigid foam insulation that would fill up the gap in there, and have that cut to go in there as the sign is mounted."

Member Winship asked, "the colors that are there right now, all this color remains the same. (pointing on the photo) are you telling me that's white right there with the lilac?" Tait said, "it's actually a grey. This picture here will give you a better rendition of what it is." Member Winship said, "I just wouldn't want the blue to be fighting with this." Tait said, "the blue is the corporate color. We were trying to stick with the same theme that is the corporate identification."

Member Neibert said, "the only suggestion that I would have is what Jerry has. That has a little white border around it. I like that little white border," Tait said, "the sign has not been made yet." The Chairman asked, "how thick is the sign?" Tait said, "this sign would be about three quarters of an inch." The Chairman said, "so you can paint the edges." Member Neibert said, "that has a little border around it. I think the boarder kind of sets it off." Tait said, "we could add

a ½ inch border all the way around the sign.” Member Winship said, “the border would make it pop a little bit. There’s no white there. We are talking grey and gold and maroon here.” Member Neibert said, “it would set-off the sign.” Tait said, “we are actually fine with it either way. We had proposed it this way but if there’s a preference to do a border, we are OK with that.”

Member Smalley asked, “I have one thing that I really don’t like all that much, I love the boat on there...on this particular sign it’s all squatty and widened out. Couldn’t it look more like that one (on the small sign)?” Tait said, “we actually took 2 pictures to create that. So, we kind of expanded one and squatted it a little bit in order to make it fit on the PhotoShop. It will be dimensional with the sign to go up there.” Morrissey said, “if we mess with our logo, we are in trouble.” Tait said, “it will be the same dimensionally.”

Member Neibert said, “I think the sign is fine. I would put a border around it. Maybe just a little half inch white border around it, just to frame it out and make it look a little dressier. And fill in that back gap.” Tait said, “the foam behind it is a great idea. We can do that when we mount it. And we are flexible from a border perspective. It is really what ever fits your approval.”

Member Blackler said, “I don’t like the border. So we have to take a vote.” Member Smalley said, “I don’t like to border either.” Member White asked, “you don’t like the border?” Member Smalley said, “no.” Member Winship said, “it is 6 of one and a half a dozen of the other. The boarder would make this pop and it would frame it and make it look a little classier. However, if you put in a white border, then you are adding yet another color here.” Multiple voices. Member Blackler said, “we are just going to have to vote.”

The Chairman said, “I have one comment. I talked with them earlier on this. With this particular building, a number of years ago when Quincy and Quincy went in there, they went round and round with the owner of the building at that time on signage. Jerry mentioned it that you had already talked with her.” Morrissey said, “I arm wrestled with her.” Tait said, “I had this conversation with Eloise in our original application document that we submitted had her signature of approval on it. So, we are set there.”

Member Smalley said, **I make a motion that we approve the sign with out the border.**” Seconded by Member Blackler.

The vote was 4 in favor of the motion, with 2 in opposition. The motion was passed.

The hearing was closed at 8:25pm.

email to: Williams