

**TOWN OF SWEDEN
Zoning Board of Appeals
Minutes – May 16, 2019**

A meeting of the Zoning Board of Appeals of the Town of Sweden was held at the Town Offices, 18 State Street, Brockport, New York on May 16, 2019, commencing at 6 p.m.

Members present: Kevin Johnson, Pauline Johnson, Peter Sharpe, Mary Ann Thorpe.

Absent: Frank Fisher

Also present: Nat O. Lester, III, ZBA Counsel; Dan Mossien, Mossien Associates Architects

Chairperson Thorpe called the meeting to order at 6 p.m., and introduced the Board Members.

Application of Jeffrey Ashline, Mossien Associates Architects, 70 Linden Oaks, Rochester, New York, for a use variance to install a building sign on the north side of the proposed Canandaigua National Bank, located at 4765 Lake Road, Wegmans Plaza, Brockport, New York, where there is no public parking lot or public street. *Town of Sweden Ordinance §175-30 Signs, C. Provisions, (5)*, Building-mounted signs will be permitted only on one side of a building. Where the building is on a corner lot or where one side of the building faces a public street and another side faces a public parking lot for that business, additional building-mounted signs for the business occupying the building will be permitted on the building sides facing each public street and the parking lot. The face of said sign shall be in a plane parallel to the face of the building at a distance therefrom of not more than two feet and shall not extend within two feet of either end of the building. The area of any building-mounted sign shall not exceed the area permitted in Table A. The property is owned by Wegmans Food Markets, Inc., tax account number 083.02-1-20.113 (part of).

Canandaigua National Bank & Trust. 4765 Lake Road. 083.02-1-20.113 (part of).

Mr. Dan Mossien addressed the Board. He is here on behalf of the applicant, Canandaigua National Bank, who broke ground yesterday for the new bank.

He explained the Town allows signage on three faces of the building. The business neighbors on either side of the bank, have four signs, which was permitted prior to the revised sign code. Building signage cannot be greater than 25 percent of the façade. The proposed signs are as follows: east side – 2 percent, west side – 11 percent, south side 4 percent, all of which are smaller signs. The applicant feels as a new business to the Town, there is a need to get to know the business, which is the reason for the request for a fourth sign on the north side facing Taco Bell.

If you are driving down Lake Road, you will not be looking at the building, but rather the signal light and other vehicles turning. Traffic speed was discussed as a hinderence. The hope is that because the signs are so small, the Board will okay a fourth sign. He doesn't believe anyone will notice the sign and ask why there is a fourth sign. The most important sign is the west side sign facing Wegmans parking lot.

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Chairperson Thorpe asked for clarification of the size of the fourth sign and would it be lit. Mr. Mossien stated it would be 4 percent of the 25 percent allowed and internally lit.

Mr. Mossien gave several examples of how Canandaigua National Bank does great things for the community. Since every building is new from the ground up, his company tries to personalize each building by working with historians. For example, a new bank was built in Henrietta where a one room schoolhouse once was, and it was designed with a \$30,000 school bell. Canandaigua Bank is the greatest company to work for, his greatest joy is to be able to do something new/unique for each new bank.

Mrs. Pauline Johnson asked how tall is the clock tower above the building. Mr. Mossien stated 12 ft. from the roof to the top of the clock tower. Mrs. Johnson concluded that a clock tower that size would be quite visible from Rte. 19 or Lake Road. Mr. Mossien agreed.

Mrs. Johnson summarized that the code states the bank can have 3 signs, 2 because it's a corner lot and one because it faces a parking lot. Who will see the fourth sign? Traffic going north bound will not see it, only if you are travelling south bound, but then there are trees and elevation changes. However, the clock tower would be seen.

Mrs. Johnson asked for clarification as to how the fourth sign will actually help. Mr. Mossien stated traffic coming in from the access off Lake Road won't see the sign due to the trees. Mrs. Johnson felt that the sign before the driveway facing west would be seen from Lake Road, but Mr. Mossien disagreed due to the trees. Only one tree is being removed for the driveway and all the others will remain.

Mr. Mossien added that Canandaigua National Bank is not well known in Brockport so it's tough to get your name embedded as part of the community.

Mrs. Johnson gave an example of when Tim Horton's applied for a use variance for a sign on the building and at the road because the code only allowed one or the other. The concern was that customers would drive right by it without the freestanding sign. Her personal opinion is even if you miss it one time, you will remember the next time. Plus, the Town of Sweden has a strict sign code, limiting signs so that we don't become a Henrietta or Greece. The Town of Victor is pro-active with its sign code keeping the Town looking beautiful. Mr. Mossien added that Tim Horton's is a nationally known chain that everyone knows, where Canandaigua National Bank is not.

Mr. Mossien stated it's important to note that the speed of traffic on Rte. 31, isn't conducive to people noticing the front of the bank. Also, a road sign is not proposed. Mrs. Johnson asked if there will be enter and exit signs. Mr. Mossien stated there will be just one sign.

Mr. Kevin Johnson commented that the building is very nice. Mrs. Pauline Johnson agreed it was very pretty. Mr. Mossien commented the design was modeled after the fire station years ago. Interesting to note is the Town was known as the Red Brick Town. The

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bricks for the proposed building were chosen from many pictures of bricks used years ago on the fire station, and then custom made for this project.

Chairperson asked if there were any further questions. There were none.

Mrs. Johnson asked if the zoning information packet (*which includes the criteria for granting a use variance*) was made available to the applicant. The Clerk stated it was given to Mr. Jeff Ashline, who couldn't be here tonight. Mr. Mossien stated it was given to him.

Mrs. Johnson asked the Clerk, for the record, if anyone contacted the office regarding the variance request. The Clerk stated no, and that a lot of notices were mailed.

Chairperson Thorpe closed the public hearing. The Board has 62 days to make a decision. The Clerk will notify you when a decision has been made.

Moved by Mrs. Pauline Johnson, seconded by Mr. Pete Sharpe, that the minutes of October 25, 2018, be approved.

Frank Fisher – Absent
Kevin Johnson – Aye
Pauline Johnson – Aye
Peter Sharpe – Aye
Mary Ann Thorpe – Aye

The meeting was adjourned by motion at 6:30 p.m.

Respectfully submitted,
Phyllis Brudz
Zoning Board of Appeals Clerk