

Village of Hilton
Planning Board Minutes of February 11, 2008
Approved March 10, 2008

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Members Present: Chairman Mark Hedberg, Chris Brower, Robert Hunte, Joe Galatio,

Members Absent: Dana Brunett

Others Present: Vice Mayor Walt Horylev, Code Enforcement Officer Mike Lissow,
David McCracken

1. Called the meeting to order at 6:30 p.m. with the pledge of allegiance to the flag.
2. Chairman Hedberg explained the Planning Board's responsibilities and functions.

3. SITE PLAN REVIEW

Proposed Action- Apartment
Applicant- Joe Fertitta
Location- 53 South Avenue

- a. The Planning Board approved the architectural review for this building on January 14, 2008, however, overlooked the site plan review.
- b. Chairman Hedberg asked for a motion to waive site plan review as the application requires; 1) no increase in services, 2) no subdivision of land, 3) no adverse effects on the community, 4) no new structures. This waiver does not constitute approval of future structures. The motion was made by Joe Galatio, seconded by Bob Hunte, approved 4-0.

4. REPORTS

- a. Liaison's Report- Walt Horylev gave his report.
- b. Code Enforcement Officers Report- Mike Lissow gave his report.
- c. Chairman's Report- Chairman Hedberg gave his report.
- d. Member's Report-No report given.

5. DISCUSSION

Chairman Hedberg asked Mike Lissow if the temporary signs that were approved by the Planning Board could be addressed as the approvals have expired. Temporary approvals were granted for signs as the sign ordinance was being updated. Letters will be sent to the following business owners requiring that their signs be brought before the Planning Board for permanent approval.

- My Jams Home Video, Charlene Alabaugh 10/06
- Simply Cuts, Joanne Clifford 11/2006
- Depot Salon & Spa, Lisa Bradford Phillips 10/2006

Mike explained that the operator of the business at 4 South Avenue, and the building owner, Joe Fertitta have discussed constructing shadow boxes in their display windows. Currently the village code states the windows cannot be opaque.

Chairman Hedberg said that the Planning Board should set a design standard for signs. He provided some written information from other municipalities. Items that were mentioned were:

A maximum of 3 colors with no electric colors, 7-word maximum for driver visibility. Multiple storefronts signs shall relate well together. Colors should compliment the building. Discourage light box designs. Simple cut out letters for a clean look. Painted wood, glass or neon signs not permitted.

Applicants could be required to provide the following:

Scaled elevation drawings, the location area, sign sizes, photos of storefront, and the sign manufacturers details including material description and color names/reference numbers, color samples, final designs/sizes, the sign maker be present.

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In the past, the Planning Board has discussed conducting a workshop meeting to discuss sign requirements and options. Local sign makers could be invited to attend. Possibly we could keep a list of recommended sign makers for applicants.

All of the required information should be made available to all prospective applicants. Handouts should be available in the office as well as on the website. Mike Lissow suggested a “buy back” program. To encourage businesses to upgrade their signs after establishing their business the village would agree to pay the business owner a set amount for signs after a period of 3-5 years in business. Mike explained that this suggestion was discussed at the NYPF conference as other Villages in New York have successfully established such a program.

Mike Lissow asked the board about “for rent” signs. The owner of 7 Upton Street, Ken Sixt, questioned Mike Lissow on the permitted size of for rent signs. The board agreed that 100 sq ft per sign is acceptable without a building permit as per the sign code.

6. MINUTES

Chairman Hedberg asked for a motion to approve the January 14, 2008 minutes as amended, motion made by Joe Galatio, seconded by Chris Brower, 4-0.

7. SIGN REVIEW

Proposed Action- Sign Review
Applicant- Sean Kent-Killeen
Location- 22 Main Street

- a. Sean Kent-Killeen was present to represent the application. He is leasing 22 Main Street and is opening Happy Day’s restaurant. This is a 1950’s retro style restaurant that offers take out and dine-in service. Mr. Killeen has operated this restaurant successfully in the Town of Greece.
- b. He is proposing two signs for his business. One 3’ x 10’ in the front (south elevation) and one in the rear 2’ x 8’ (north elevation) and will keep consistent with the size that was there previously. There will be no sign facing the east. The proposed signs are will be constructed of pressure treated lumber with raised vinyl lettering with approximately 1/8-1/4 relief. The signs will not be illuminated. The lettering is made from lucite-plexi material that will not crack or warp. The existing awning will remain. The signs will have a black background with a pink border around the edge of the sign and the letters of “Happy Days”.
- c. Bob Hunte said he likes the shape of the sign and the dark background. It fits in nicely in the area but would like more depth to lettering.
- d. Chris Brower asked to verify the actual shade of the pink and if it will match the existing awning. She stated her concern that the gray border may not match the siding. Mr. Killeen said the pink is magenta. He is fairly sure that the awning is a red stripe and isn’t sure how the sign will match it. The awning was installed by a previous building owner. Sean said it is very good quality and plans to keep it.
- e. Chairman Hedberg suggested eliminating the rectangle board and having the letters cut out with a black border underneath with “Restaurant Inc. A blast from the past”. Bob Hunte and Joe Galatio both agreed that the sign as presented is good in itself.
- f. Sean felt that the sign should match the atmosphere and capture that expectation to patrons upon entering the restaurant.

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- g. It was agreed that a black border is preferred over the proposed gray border. Trustee Walt Horylev suggested more relief of the letters. Sean will speak to his sign maker to build up the letters on the lower portion of the sign. Happy Days will have a ¾" minimum of relief. Motion to approve with the noted conditions: Bob Hunte made the motion, seconded by Joe Galatio, approved 4-0.
- h. The applicant is also proposing two A-Frame signs. One at each entrance. After some discussion, all agreed that the rear sign wouldn't be visible due to parked vehicles. The applicant agreed to only using one A-Frame sign at the front entrance.
- i. The sign will advertise "Happy Days, now open 7 days a week, dine in or take out." The size is 20" x 31", and will be blue. The wording "Happy Days" will be magenta with a thin black outline. "Now open 7 days a week, dine in or take out" will be in black lettering. The sign will be placed in the paver brick area.
- j. Chairman Hedberg asked for a motion to approve the A-frame signs with the text as noted, the motion was made by Chris Brower, seconded by Bob Hunte, approved 4-0.

8. DATES

Next Scheduled Meeting	Monday, March 10, 2008
Agenda Deadline	Monday, February 25, 2008

There being no further discussion, the meeting was adjourned at 8:57 p.m.

Respectfully Submitted,

Amy Harter
Recording Secretary