

**VILLAGE OF MACEDON PLANNING BOARD  
81 MAIN STREET  
MACEDON, NY 14502**

**PLANNING BOARD MEETING  
Wednesday, May 6, 2009**

**ORDER:** Chairperson Kim Thompson called the meeting to order at 7:00 p.m. In attendance were Planning Board members: Jennifer Delehanty, Linda Braun, Andrew Bazinet, Planning Board Secretary Kathy Reilly, Zoning Enforcement Officer Phil D'Alessandro, Mayor James Hoteling, Planning Commissioner John Murphy, Absent: Steve Poutre

**MINUTES:** The following MOTION was made by Jen Delehanty and seconded by Andy Bazinet

RESOLVED that the minutes from meeting dated April 1, 2009 be approved with revisions.

Motion carried  
4 votes in favor  
1 absent

**APPLICATIONS:**

MDM Enterprises (Ward's/McLouth), Main Street.....Sign Application

Applicant: MDM Enterprises

At the April 1, 2009 meeting, Applicant, Georgis Nikou, stated to the Board that he is opening a restaurant at 1 Main Street (former Ward's Restaurant) and would like to install building signs at this location. It will be two 4'x 8' signs: one on the north face of the building centered in the peak approximately 15' from the street line and 12' above grade and one on the west face of the building up towards the top of the building approximately 15' above grade and 30' from the street line. He showed a sketch of what the signs will look like. Signs will not be illuminated and are proposed to be yellow with brown lettering. The location of the signs will be exactly the same as the previous tenant. Phil D'Alessandro, code enforcement officer, confirmed that the size of these signs would be in compliance with the Village of Macedon Zoning Ordinance. The application was tabled at the April meeting so it could be referred to Wayne County Planning Board.

There was also discussion regarding the sandwich type signs now on the property. The zoning officer will look into them and make sure they comply with the current zoning ordinance.

After receiving a positive recommendation from the Wayne County Planning Board, the following motion was made:

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Linda Braun made the MOTION to grant the sign permit to attach 2 Village Café signs to the building located at 1 Main Street, with the condition that the signs can remain where they are currently located bottom left hand corner of the front of the building and on the Northeast corner of the north side or the applicant can choose to mount them at the locations stated in the application Village Café the Motion was seconded by Jen Delehanty.

Motion carried  
4 votes in favor  
1 absent

**OTHER:** The Village Board requested that the Planning Board provide technical site plan comments as well as architectural comments in regards to an application from Robert Palmiere to erect a billboard sign on Route 31.

After much discussion regarding this application the following MOTION was made by Kim Thompson:

The Planning Board provided the letter dated 5/12/09 as attached and part of these minutes. We, the Planning Board, draft and provide a letter to the Village Board in response to the request in a letter from Mayor Hoteling dated 4/27/09 in regards to the Digital Billboard Incentive Zoning Application as discussed.

The MOTION was seconded by Linda Braun.

Motion carried  
4 votes in favor  
1 absent

**OTHER:** Overlay District – Discussion  
There was no discussion in regards to the potential overlay district. These discussions will continue in conjunction with RRCDC work towards a Comprehensive Plan.

Linda Braun provided information to Planning Board members in regards to zoning from the Village of Victor for reference and thoughts towards Village initiatives.

Mayor Hoteling noted construction activity occurring on a property at the end of Stone Street. None is aware of a permit issued. Phil D’Alessandro will follow through and look into the situation.

**ADJOURN:** There being no further business the following motion was made by Kim Thompson and seconded by Jen Delehanty:

WHEREAS, at this time there being no further business, now

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THEREFORE BE IT RESOLVED, that the meeting be adjourned.

Motion carried  
4 votes in favor  
1 absent

The meeting was adjourned at 9:12 p.m.  
Respectfully submitted,

Kathleen M. Reilly, Planning Board Secretary

**ATTACHMENT:** May 12, 2009 letter from Planning Board to the Village Board

May 12, 2009

Dear Macedon Village Board:

The Village of Macedon Planning Board passed the following resolution at our meeting on May 6, 2009: RESOLVED, that the Village of Macedon Planning Board draft and provide a letter per our discussions to the Macedon Village Board in response to the request in a letter from Mayor Hoteling dated 4/27/09 asking for technical site plan comments as well as architectural comments and suggestions in regards to the Digital Billboard Incentive Zoning Application.

The resolution passed by a vote of 4 in favor and 0 opposed (with 1 absent).

The Planning Board discussed the Incentive Zoning application by Robert Palmiere for a billboard sign. We were provided at our meeting, the flowchart to be followed for applications submitted under the newly adopted Local Law for Incentive Zoning. It is our understanding from the flowchart that the Planning Board's role and responsibility is at this one time during the review process for the proposed incentive. Please note that the Planning Board is providing this review without the benefit of a full and complete application. This review should be considered preliminary because the Planning Board did not have the benefit of detailed plans, the final Local Law, and environmental studies.

The Planning Board had a constructive discussion and offers the following comments and suggestions for the Village Board to consider:

- We understand there are two contractual agreements to consider: 1) lease the parcel to the applicant and collect monthly rent, 2) convey the property to the applicant and receive property tax. The Planning Board is in favor of option 1 since it provides greater control by the Village to identify conditions and stipulations with long-term financial payments.
- The use of language "aesthetically pleasing" in the application materials is subjective. The Village Board must determine what it deems aesthetically pleasing to the benefit of the community.
- The agreement (lease) should identify limitations on time intervals to change the advertisement so as to minimize the distraction to drivers.
- The Village should stipulate the content and/or messages allowed (i.e. alcohol, tobacco, sexual content). The agreement (lease) should provide for the Village's ability to object.
- We suggest routine inspections by a professional engineer, to be the responsibility of the applicant.

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- Consider the use of anti-climbing apparatus at the base of the structure for safety.
- Consider the use of decorative fencing at the base for both security and aesthetics.
- The Planning Board strongly recommends that the Village require the applicant to provide alternative architectural options to the sign structure as opposed to the stark monopole with single-dimension flat sign. Consider incorporating a structure to house the sign. This can provide unique character while still maintaining the intent of the advertising use of a billboard sign. Consider the use of varying materials.
- The Planning Board recommends that the Village require the applicant to review the CAP Study recommendations and offer architectural alternatives that are in compliance with and/or satisfy the intent of the CAP Study.
- We suggest that the agreement/lease include language stating that if the agreement/lease is terminated, the property is to be returned or restored to its original condition as determined by the Village.
- The application materials note that an amenity offered is the ability to construct a community center on the donated lands. This should not be identified as an amenity since these donated lots are not feasible to construct such a structure.
- The Planning Board recommends that a Landscape Plan be designed by a professional landscape architect to provide vegetation at the base of the sign and also at the backdrop behind the sign in the views of the wastewater treatment plant. The use of street trees along the road right-of-way at the frontage of the wastewater treatment plant should be considered.
- The agreement/lease should allow for the Village to use the sign for community announcements and for emergency situations.
- All proposed lighting should be internally lit only. No exterior lights that have potential for light glare and point-of-source impact should be used.
- The Village should seek the potential for local Village businesses to receive discounts for advertising on the billboard sign.
- We recommend that the Village ask the applicant to provide depictions (i.e. photo simulations) of views from the Erie Canal. The Canal can be considered a 'scenic view' from a State and/or public lands under SEQRA review.
- The applicant should request feedback from the Thruway Authority, as the jurisdiction to the Canal.
- The Planning Board has concerns that the typical billboard sign does not 'fit in' to the desired character of the Village; can the applicant do something 'different'?
- Providing architectural interest to the billboard sign is not only a benefit to the character of the Village but also provides greater interest to travelers, hence increasing the advertising ability.
- The applicant should request feedback from the New York State Department of Transportation (DOT) in reviewing sight distances, location and placement of the sign and lighting impacts.
- The Planning Board recommends that the Village seek input from the Town Planning Board as this proposed billboard borders the municipal boundary.
- The agreement/lease should identify maintenance responsibilities of the applicant, including: landscaping upkeep, painting, repairs.
- There should be no flashing or moving lights, images or parts.
- The Village should be provided all environmental studies and testing results on the proposed donated parcels. The applicant should be required to provide assurance that there are no hazardous and/or environmentally sensitive issues with these subject parcels.
- It is our understanding that the proposed parcels to be donated to the Village are difficult buildable parcels and that significant foundation systems would be necessary. These geotechnical recommendations and conclusion should be provided to the Village.

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- The Planning Board recommends that the Macedon Partnership Associates (design committee) be given the opportunity to review aesthetics as it relates to the revitalization goals and initiatives of the Village and the MPA.
- We recommend that all application materials, environmental studies, etc be reviewed by the Village Engineer and environmental counsel on behalf of the Village.

Further, we request that the Planning Board be given the opportunity to review the application at such time if or when the incentive is accepted by the Village.