

ZONING BOARD OF APPEALS MEETING

MONDAY, MAY 21, 2018

MEMBERS PRESENT: JEFF MULLIGAN, CINDY KELLEN, BOB WESTFALL,
DIANE ATTEA

VISITORS: BRIAN GLISE, JIM CAMPBELL, KEN PERELLI,
PETER BRUCKEL, EDMUND S. MARTIN (LANDTECH)

CLERK: KIM MCDOWELL

MOTION TO OPEN THE MEETING WAS MADE BY CINDY; SECONDED BY DIANE.

JEFF MULLIGAN - AYE
CINDY KELLEN- AYE
BOB WESTFALL- AYE
DIANE ATTEA - AYE
SAM PRICE - ABSENT

CARRIED 4-0.

MOTION TO APPROVE THE MINUTES FROM THE APRIL 23, 2018 MEETING AS SUBMITTED WAS MADE BY BOB; SECONDED BY CINDY.

JEFF MULLIGAN - AYE
CINDY KELLEN- AYE
BOB WESTFALL- AYE
DIANE ATTEA - AYE
SAM PRICE - ABSENT

CARRIED 4-0.

BRUCKEL, PETER/QUICKLEE'S TRAVEL PLAZA/TAX MAP APRCEL #55.-1-4.114/2697 LAKEVILLE RD/CONSTRUCTION OF 100 FT POLE SIGN WITH 928 SQUARE FT. OF SIGNAGE

Mr. Martin started off by saying that the Board is familiar with details of the previous sign application. Mr. Bruckel needs to increase large truck traffic at the plaza and in order to do that he needs to have a sign that is 100 foot tall. He realizes that is above and beyond what the Avon code allows but we have demonstrated in the application that it is not out of character with the area, just look at the flag. Jeff asked how do you go from A 80 foot sign to 100 foot sign? Mr. Perelli stated that upon further review after the DOT denied the sign due to the fact that it couldn't be on the parcel that the plaza wasn't occupying and it needed to be offset by 500 feet from the highway. With that in the mix, it would hinder traffic seeing the sign at 80 feet but a 100 foot sign would be visible to all. It is important to have a quarter mile visibility which would give the driver enough time to make a decision to stop safely and exit the highway. They have spent the last year observing traffic and the business and they believe they are missing a lot of business due to the fact that drivers are unaware that the plaza is there.

Bob asked if they have contacted the DOT to get signs on the highway billboard signs. Mr. Perelli stated they are on all of them but that may not give the driver enough time to exit safely. Truckers tend to spot taller signs compared to smaller signs on billboards.

Cindy stated that looking at the new application the sign seems to be at the same location as previously submitted. Also there is the same visibility at 40, 60 and 80 foot signs, so why the higher sign. Mr. Perelli stated those pictures were taken in the fall with no foliage and the pictures are an overlay - you will see that sign since it is just put on the picture. That doesn't really take into effect looking at it directly on the site. Additional sign on Rte. 15 faces North-South this sign will be East-West.

Jeff asked Brian where we are at with the signage right now. Brian stated that there is another sign for Calabrese. Mr. Bruckel stated that is just a temporary sign advertising their new breakfast sandwich for a couple of weeks. Brian stated that he is not sure where we are at with square footage of all the signs on the parcel. Cindy asked if we could get that information to the Board for next month's meeting. Mr. Perelli believes they are close to 1000 square feet of signage, Diane stated it is 960 square feet. According to Town code it is 120 square feet per business. Mr. Perelli stated the plaza is on several parcels so should be able to have more footage due to that fact.

Jim stated that Lance sent out an email regarding the application to the Board members and himself. The email outlined that we will need to redo the SEQOR, need a long EFA filled out and get visuals/photo now where the sign will be. Jim also asked that if the sign is effective at 40 why is there a need for 100. Mr. Bruckel stated that there is no way a 40 foot sign will give them the business they need - he stated that anywhere from 80-120 foot sign will do it. Mr. Perelli can do a test again but would like the Board to actually come and see it for themselves since it is hard to visualize the impact in the photos correctly. Jim stated that if they do the testing and have it on record than in the future if there are questions as to why the variances were granted it is on record for current Board members to review. Several ideas as to how to get the Board is see what is needed were discussed. A suggestion was made that when they do the test the Board should come and see it for themselves and possibly include the Planning Board members. They will test at 80, 90, 100 feet for the Board.

Jim stated they need to have plans for the Fall Zone and R.O.W. Mr. Perelli stated the company that is creating this will engineer the fall zone. If the three variances are granted than it will go to the Planning Board and will have that in the site plan.

Bob asked if they can get other truck stop feedback about the importance of a higher sign. Mr. Bruckel will get that from the people in Ohio, other plazas in this area are competitors.

Jim gave Mr. Perelli a copy of Lance's email that states what is needed to complete the application to get it to the county planning board on time. The application needs to be turned into Kim no later than June 4th by 12:00 noon.

Cindy stated that when she googles truck stops in the area, Quicklee's comes up first. Jeff stated that the parking lot seems to always be full and how beautiful the plaza is. Mr. Perelli stated that employee park in the back along with the Sheriff and Police.

Jeff stated that at this point tonight we have done all we can and Jim agreed.

MOTION TO CLOSE THE MEETING WAS MADE BY BOB; SECONDED BY DIANE.

JEFF MULLIGAN - AYE
CINDY KELLEN - AYE
BOB WESTFALL- AYE
DIANE ATTEA - AYE
SAM PRICE - ABSENT

CARRIED 4-0.

MEETING CLOSED.