Special Meeting
Town of Watertown Zoning Board of Appeals
August 19, 2013

Members Present: Fred Lanham, Acting Chairman
Brandon Cooney
Mike Dulmage

Members Excused: Bob Wormwood

Mr. Lanham called the special meeting of the Town of Watertown Zoning Board of Appeals to order at 5:30 p.m.

Variance Request

Pat Scordo, GYMO, & Signs & Designs of New York, LLC, on behalf of Valentine Stores, Inc., (Nice N Easy) – Corner of Salmon Run Mall Road and NYS Route 12F Tax Map #82.08-1-18 – Request for a sign variance for an 80 foot sign. Town codes allow for a 20 foot sign.

Pat Scordo, GYMO, on behalf of Valentine Stores, Inc, introduced Ed and John Valentine owners of Nice N Easy, and Mike Britton from Signs & Designs of New York, LLC.

Mr. Scordo explained the process that Valentine Stores, Inc. went through with the Town of Watertown Planning Board for site plan approval for the Nice N Easy project on the corner of Salmon Run Mall Road and NYS Route 12F which included a provision for signage along I81. After received planning board approval in March of 2013, they went on to complete the approvals with DOT. The same plans that were approved by the planning board were submitted to DOT. The initial comments from DOT were related to the driveway cuts. Revised plans were submitted and they received conceptual approval from DOT in March and began construction in June. In July they received a letter from DOT stating that the sign on I81 has been rejected.

When the Valentines chose this site, they were concerned with signage due to the distance from I81. The property owner and the planning board worked with them to secure acceptable signage along I81. They believe this was a critical part in their decision to purchase this property. The Jefferson County Department of Planning also reviewed this proposed project. The board reviewed the site plans that were approved by the planning board. Discussion followed.

Mike Britton, Signs & Designs of New York, LLC, presented updated proposed signage. He stated that the proposed 80' sign was designed for visibility on I81. Discussion followed.

Board members stated that they would have a hard time approving a sign 80' tall. They also asked if there is any appeals process with DOT on their decision. Discussion followed.

Board members agreed to schedule a public hearing but stated that the Valentines should look into other options for signage including submitting proposed signage that is not 80' in height and finding out if there is an appeal process with DOT.

Motion 26-13: Motion by Mr. Lanham, seconded by Mr. Cooney to schedule a public hearing for Valentine Stores, Inc. for a variance request for signage greater than 20', Corner of Salmon Run Mall and NYS Route 12F for Wednesday, September 4, 2013 at 5:30 p.m.

Ayes All: Motion Carried.

Motion 27-13: Motion by Mr. Cooney, seconded by Mr. Lanham to adjourn the meeting at 5:50 p.m.

Ayes All: Motion Carried.

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Susan Burdick
Secretary