

**A regular meeting of the Village of Victor Planning Board was held on Wednesday, August 24, 2022, at the Village Hall, 60 East Main Street.**

**MEMBERS PRESENT:** Chairperson Meg CHaides  
Vice Chairperson Peter Kowal  
Member Charles Criss  
Member Steven Van Dyke  
Planning Clerk Roseanne Turner-Adams

**MEMBERS ABSENT:** Member Jeffrey Swan

**OTHERS PRESENT:** Bob Kelly, Jim Cecere

Meeting called to order at 7:00 PM by Chairperson CHaides.

Salute to the flag.

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**Resolution #18-22PB**  
**Acceptance of Minutes**

On a motion made by Charles Criss, seconded by Steven Van Dyke, the following resolution was ADOPTED 4 AYES 0 NAYS

**Resolved,** to accept the minutes dated June 22, 2022.

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**Pastel-James Cecere - 33 West Main St.**  
**Sign Program**

Mr. Cecere stated that he is here on behalf of Pastel, 31-33 West Main Street requesting approval for a series of signs on the front of the building as well as one on the side as described in the application. Mr. Cecere explained that there will be one sign on the window, a total of four signs on the front and the and one freestanding sign on the side and a large cookie in the walkway area. Mr. Cecere stated that the sign maker is making the cookie out of a pressed wood that is treated so that it will be waterproof.

Mr. Van Dyke asked if the café is going to be a sit-down establishment. Mr. Cecere explained that it is going to be a sit down café with ice cream, cookies and coffee. Mr. Van Dyke asked if there will be a counter. Mr. Cecere stated that a beautiful counter has already been installed and tables and chairs are being put in now. Mr. Cecere explained that he is shutting down his Geneseo store and moving it to Victor. Mr. Van Dyke asked Mr. Cecere how many stores he has. Mr. Cecere stated that he has three different brands and Pastel is the newest one. Mr. Cecere stated that there will be another one in Geneva, but Victor will be the home of Finger Lakes Cookie Company which is currently based in Geneseo.

Ms. CHaides asked if there will be any outdoor seating. Mr. Cecere stated that the space is limited but will put about four seats on the front porch.

Mr. Kowal asked Mr. Cecere why he is shutting down his Geneseo location. Mr. Cecere stated that the Geneseo location is not on Main Street but behind it and is a weird spot that doesn't get a lot of visibility. Mr. Cecere stated that the store has a very loyal following but not enough to support it. Mr. Cecere stated that Victor is a terrific location.

Mr. Kelly asked if Mr. Cecere will be wholesaling cookies also. Mr. Cecere stated that they have about 25 wholesale customers and are ramping up their e-commerce business so pastelcookies.com will become the new website in order to ship lots of cookies. Mr. Cecere stated that the way all of his shops work is that the e-commerce and wholesale is the driver even though the shop is an amazing experience for retail where the kids will go haywire because it is a really cool shop. Mr. Cecere explained that one of his other shops called Vinifera which is a Finger Lakes wine shop in Geneva has a secret door that goes to a speakeasy downstairs that is really cool and everyone remembers it. Mr. Cecere explained that when people walk out, they buy more and then go online and buy even more. Mr. Cecere stated that the model for Victor is to go in and have some ice cream and cookies and to serve as many people as possible the best that they possibly can and when it comes time for the holidays, people can go online, and order and the cookies will be shipped to them.

#### *Discussion about fundraiser and booster opportunities*

Mr. Cecere stated that Lori Bush is the baker who will be running the shop, and everyone will love her.

Ms. CHaides read the referral letter from Code Enforcement into the record:

*"The Planning and Building Department has received an application for Site Plan review. The property is located at, 31-33 W. Main St. The applicant is proposing 7 signs – one Freestanding "cookie" sign measuring 36" x 48", one window sign with a center "Pastel" logo measuring 34" x 34", (4) wall signs measuring 11" x 46.8" each, one hanging circular wall sign that is 24" in diameter. The parcel is located in the Village Center Business district and I have the following comments:*

*I. The applicant is proposing one freestanding ground sign that measures 36" x 48". Pursuant to code §130-5 B(1)(d) the sign is under the 16 square feet allowed per code.*

*II. The proposed window sign with the center Pastel logo measuring 34" x 34" is under the maximum 30% allowable per code §130-5 B (8)(c).*

*III. The proposed wall signs measuring 11" x 46.8" each total 14.3 square feet fall within the maximum allowable aggregate area for wall signs.*

*IV. I have no issues relating to the proposed hanging sign."*

**Resolution #19-22PB**

**Pastel-James Cecere - 33 West Main St.**

**Sign Program**

On a motion made by Peter Kowal, seconded by Charles Criss, the following resolution was ADOPTED 4 AYES 0 NAYS

**WHEREAS**, the Planning Board made the following findings of fact:

1. A sign application was received on July 25, 2022, by the Secretary of the Planning Board for a sign program. The applicant is proposing 7 signs – one Freestanding “cookie” sign measuring 36” x 48”, one window sign with a center “Pastel” logo measuring 34” x 34”, (4) wall signs measuring 11” x 46.8”each, one hanging circular wall sign that is 24” in diameter. The parcel is located in the Village Center Business district.
2. It is the intent of the applicant to advertise Pastel.
3. The signs shall be as illustrated in the color renderings submitted with the application.
4. The sign colors will be Muralo Robins Egg Blue and Devoe Timber Trail.

**NOW, THEREFORE BE IT RESOLVED** that the application of James Cecere/Pastel for a sign program at 33 West Main St., **BE APPROVED WITH THE FOLLOWING CONDITIONS:**

1. That the signs require a permit from the Building Department, prior to installation.

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**Member Reports**

Trustee Robert Kelly stated that the Trustees have been working on a noise ordinance for the Village. Mr. Kelly stated that in reviewing local communities noise ordinances about 1/3 do not have a noise ordinance at all and about 1/3 including the Town of Victor have a noise ordinance that basically comes down to a definition of what makes excessive noise. Mr. Kelly explained that how loud it is, what time of day it is, where it is and the nature of the noise, whether it is continuous, or a one-time thing is how the ordinances were defined. Mr. Kelly explained that the Town of Victor ordinance says that a Code Enforcement Officer or any law enforcement officer is somebody with common sense who should be able to determine if it is excessive noise or not. Mr. Kelly explained that the other 1/3 of the communities that they looked at have a decibel level which gets really complicated so are trying to stay away from that and go for a more common sense noise ordinance.

Mr. Kelly stated that he is hoping that the rest of the Trustees go along with the noise ordinance and that hopefully by the end of the year there will be a Village noise ordinance in place.

*Discussion regarding noise ordinance*

Mr. Van Dyke stated that it depends on the number of complaints. Mr. Kelly replied that Mr. Van Dyke is certainly right and if people are complaining there should be something put in the code to help enforce it.

*Discussion regarding what would be covered by noise ordinance*

Mr. Kelly stated that the Village Board will vote on adopting a noise ordinance and that hopefully everyone will approve.

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Mr. Kowal discussed the Fire Commissioner meeting that he attended

**ADJOURNMENT** Meeting adjourned on a motion at 7:21 pm

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Roseanne Turner-Adams, Planning Clerk