

TOWN OF VICTOR ZONING BOARD OF APPEALS, October 3, 2022

A regular meeting of the Town of Victor Zoning Board of Appeals was held on October 3, 2022, at 7:00 p.m.

PRESENT: Michael Reinhardt, Chairman; Mathew Nearpass, Vice-Chairman; Donna Morley; Sarah Mitchell; Fred Salsburg

OTHERS: Katherine Sheridan; Pam Andrieu; Michael Bonanno; Vito Quatela; Ed Kahovec, Town Board Member, Suzy Mandrino, Town of Victor; Lisa Boughton, acting ZBA secretary

Michael Reinhardt called the October 3, 2022, Zoning Board of Appeals meeting to order at 7:00 pm.

PLEDGE OF ALLEGIANCE

Chairman Reinhardt welcomed everyone. He gave the meeting announcements; location of emergency exits and restroom. The chairman asked that guests please sign the attendance sheet. Agendas and business cards are at front entrance. He asked to silence cell phones and that applicants use compass directions and descriptions to create a complete meeting record. Applicants will have opportunity to be heard with as few interruptions as possible. We'll talk one at a time, not over each other. Also, to let the board know if there are additional exhibits.

PAST MINUTES:

On motion of Donna Morley, seconded by Fred Salsburg:

RESOLVED, that the minutes of the meeting held on September 19, 2022, BE APPROVED.

Adopted: Ayes 4, Nays 0, Abstained 1

PUBLIC HEARING

Chairman Reinhardt- The Public Hearing, the Cliff Anderson application has been withdrawn. Chris Barber has been tabled until November 7th.

QUATELA, 7255 State Route 96 **18-Z-2022**
Seeking an area variance for modifications on an existing monument sign, to add
Business names to the sign.

Chairman Reinhardt- The Quatela application, who is making the presentation for that?

In audience- we are.

Chairman Reinhardt- we are? Come on up and let us know who you are.

Ms. Sheridan- I'm new to presentations so please bear with me, my name is Kathy Sheridan and I'm the executive director of the Quatela Center and we're here today to appeal the current monument sign, is they're not listed as exhibits but we have a picture enclosed in the package of the current monument sign is it stands outside of 7255 Pittsford Victor Road.

Chairman Reinhardt- So you're seeking a modification for the current variance for that signage, is that right?

Ms. Sheridan- correct.

Chairman Reinhardt- okay, got you, go ahead.

Ms. Sheridan- and the current monument sign also exists in the drawings as is as it stands today with the 7255 East number outside of the building, the proposed drawing, renderings exist to and include the names of the buildings or the names of the businesses that will be located in the building, included in your package with the application were views approaching the building from the north end 96 and showing us approaching there's current view of several trees that you approach making it difficult to see the signage as you approach, I personally have driven out here only 4 times to the building and find myself slowing down on the 50 mile an hour roadway to try to identify the building as you pass the, the lot of trees there and there's just 1 more picture identifying the building as we come up upon the trees showing that you can barely see the signage out front, I also included after dropping the application off, I realized on the way back to Rochester as I approached from the, going north I realized that I wasn't even able to see the signage from the road and there's a, some hedges and another companies signage that blocks it, so if you didn't really notice or know the building you wouldn't know what you were looking for and the signage is completely obstructed as it sits a little bit lower behind this other business' sign. So, one of our goals is really focused on identifying the business itself and, you know, it's important I think for the community and the safety of the community that the business is identified so that you can see it from the road, I believe that you know good signage is one of the best forms of communication for customers and growing businesses here in Victor. In the original application we had included signs listing business names which was allowing past practices and in the original submission one of the signs was located in the Town of Victor, the other in the Villages of Victor, so today I submitted to Lisa additional businesses that had signs and monument signs identifying multiple businesses, so allowing past practices and you'll see here Cedar Hollow at 7353 on State Route 96 has multiple businesses listed on their signage, 7375 with the Elizabeth Wendy Breast Clinic, The Dental Care and The Salon, also listing multiple businesses on the signage as well and then again at High Point all leading away from the Quatela Facilities at 7255 headed back towards the mall, also lists multiple businesses on the monument sign, so I think well established past practices allowing names of other businesses, you know are intent here today is really to be able to seek approval for a modification to include the names of the businesses that will be located in the building, currently there are 2 businesses in the building, the Medical Spa and Longevita with intention to continue to grow the businesses here in Victor to possibly open up an additional practice and surgery center as well as lease other spaces to potential customers such as physical therapists, so, the only other modification to the sign is, I know that the square footage is allowed only up to 20 square feet and this would go up to 28 square foot in total based on my calculations.

Chairman Reinhardt- Okay, so couple of points, first it needs to go to the county.

Ms. Sheridan- yes.

Chairman Reinhardt- to be reviewed, so we can't make a decision today.

Ms. Sheridan- correct.

Chairman Reinhardt- the other points that you were bringing for us, we need to compare apples to apples, so anything that the village does, that's their own code.

Ms. Sheridan- correct.

Chairman Reinhardt- the code of the village, so any signs that you are pointing to say hey the village does this, it's about as relevant as Pittsford or someplace in California.

Ms. Sheridan- correct.

Chairman Reinhardt- it isn't. So, throw all those village signs out.

Ms. Sheridan- so I removed all of those and the new signage is all from the town today.

Chairman Reinhardt- okay so, as far as the town signs go, there are some signs that I cannot specifically say which ones are which, were going to have to go to our code enforcement officer.

Ms. Sheridan- okay.

Chairman Reinhardt- some are prior to the new codes, so they exist from a prior code, or there may be a variance, so we'd be able to tell you are those signs applicable to your application, we can't tell yet, but we will do some research on that and the next time you come back we will be able to tell you, alright this sign applies, this sign applies, or none of them do.

Ms. Sheridan- okay.

Chairman Reinhardt- but we can't tell you that, I, our code enforcement officer isn't here today, we'll do the research on that.

Ms. Sheridan- okay.

Chairman Reinhardt- the next piece, when you say prior practices, the way that that variances work, it's a case-by-case basis, so just because, hey, my neighbor got to do this so therefore I should do it, that's not how the law works.

MS Sheridan- okay.

Chairman Reinhardt- its, you look at ten criteria, and you were pointing it out, I think is for example, does the sign change the character of the neighborhood.

Ms. Sheridan- correct.

Chairman Reinhardt -is there some other way that's feasible to, those are the criteria, those –

Ms. Sheridan- right.

Chairman Reinhardt- no element in there that says well, gee my neighbor gets to do that so, we're going to hold that thought a second. Okay.

Ms. Sheridan- okay.

Chairman Reinhardt- so with that as long as you understand that

Ms. Sheridan- mhm.

Chairman Reinhardt-and your owner, Vito Quatela, he understands that.

Ms. Sheridan- yes, correct.

Chairman Reinhardt- as long as he understands that we have a record and we'll send that piece, I'm not going to ask any questions at this moment, I'd like to see what the board has to say, and I may follow up a little bit later.

Ms. Sheridan- okay.

Chairman Reinhardt- Fred, questions, comments?

Mr. Salsburg- well the, any reference to the Cedar Hollow is specifically excluded in the, what is pre-existing, and the area of the mall they were put under Town Board, or that term, when the Town Board approves it.

Chairman Reinhardt- I think that, if I'm not mistaken all those signs out of the mall area are either pre-existing to the current code or there was an exception that was carved out just for that particular area.

Ms. Sheridan- okay.

Chairman Reinhardt- all right, so I don't have that, but I want to get that fact straight so when we come back next time we'll have it fact, instead of us guessing at it.

Ms. Sheridan- okay.

Mr. Salsburg- is the, the sign with the M on it permanent or temporary.

Ms. Sheridan- I'm not sure because it's not related to our business, it looks permanent from the roadside but from the parking lot side it might not appear permanent, it's got an A-frame structure behind it, so it's not –

Mr. Nearpass- I think it's the company that's doing the renovations or the construction –

Ms. Morley- the contractor.

Mr. Nearpass- next door. I think so.

Ms. Morley- mhm.

Mr. Salsburg- the contractor--

Mr. Nearpass- you were just –

Mr. Salsburg- for the, -- next door.

Ms. Morley- yup, for the dental place.

Mr. Salsburg- so you've basically made it 5' higher.

Ms. Sheridan- correct.

Mr. Salsburg- I have no more questions.

Chairman Reinhardt- Matt?

Mr. Nearpass- where you are you mentioned its 50 miles an hour, I just can't imagine that the size of the letters for a directory someone would really be able to see it as they're driving by and part of the reason, I think for the code change was to kind of prevent that, right? And establishing to your point when you came in here, you introduced yourself for the Quatela Center, and I think on the side of the building as I'm looking, let's see –

Ms. Sheridan- there's a –

Mr. Nearpass- Medical Spa, right.

Ms. Sheridan- right.

Mr. Nearpass- and that was kind of the intent of the code was to have places like this really be a destination in and of itself and then maybe once you've got on site, you got a door, there could be a business directory or business listing but today's age and google and using the internet to find places, I, I, its still feels like you're better off having a sign that says the Quatela Center, sorry, I can't say that that fast. Versus trying to list a half a dozen different businesses in a directory near the road that going to almost be not readable as you're driving by, just seems to me, you'd be able to get more attention with larger lettering in the 20 square foot space by putting something up that, like, the name of the center as the destination, so I'm not quite convinced that putting the directory out by the road is really the way to go, it sounded like there's currently 2 businesses and maybe another 4 –

Ms. Sheridan- or so, yea around there, the drawings being rendered were like on the 7th addition for a surgical center and a practice located as well as engaging with 2 different physical therapy offices.

Mr. Nearpass- it doesn't seem like the services offered there are going to be something, like, oh I'm just driving down the road, of great a surgery center, let me pull in and see what—you know it, to me it's something, it's obviously a lot of referral business, maybe a lot of online when people search, but to me, you know you created a great destination, it's a beautiful building and a great site.

Ms. Sheridan- right.

Mr. Nearpass- and I remember when it was in front of us, I think it needed some setbacks from the railroad tracks behind –

Ms. Sheridan- correct.

Mr. Nearpass- but to me, you've created a great destination and I'd personally would like to see it adhere to the code and just establish it as a destination and then again once you get on site you could have a, you know, directory whether it's inside the building or per the code, but that's my current recommendation.

Ms. Sheridan- okay, alright.

Mr. Nearpass- I don't know if you put, if you put any more thought into that or, you know what I mean –

Ms. Sheridan- well I'll let, and Pam's the director of the Spa there on site, working with the customers and the patients daily who are trying to find the location, so –

Ms. Andrieu- yea so I'm Pam Andrieu, so I guess part of it too is, I don't disagree, right, a directory inside I think would be very helpful but a lot of our patients are saying they're having a hard time locating

the building and so I think by not having even if smaller, I think not having some level of identification of the different types of businesses, its challenging for some people, while Doctor Quatela does own the Logevita Medical, a lot of people don't associate it with it, right, it is still a separate type of practice and those patients are, I mean I'm there, I hear it every day, you know they're complaining of *you need better signage, we can't find you, this was challenging*. And so our goal is really just to, again bring a little bit more awareness out to the side of the road versus people passing us, we're finding that like what they're doing, if they are coming from like, if they're going towards the village, they're actually getting into the village, they're getting caught up in a little extra traffic, then they're calling us, you know, lost and confused and so our goal is to hopefully just help them identify, even if it maybe wouldn't catch everybody's view, if it caught some of them, I think it would be very helpful.

Mr. Nearpass- So I would agree that right now it's confusing because the only think you have by the road are the numbers, right, of the building.

Ms. Andrieu- mhm.

Mr. Nearpass- Obviously on the building you've got, you've got signage, but it's tucked away a little bit, but the, do you think that if you used the Quatela Center as your signage and told people we're in the Quatela Center –

Ms. Andrieu- mhm.

Mr. Nearpass- that that would be a step in the right direction, or would it be better than 2525 Rt 96?

Ms. Andrieu- correct me if I'm wrong but I don't know that we want to identify all the potential businesses in there as Quatela Businesses though, right? So, if we end up renting out that space, I'm not –

Mr. Nearpass- no, I'm just, it'd be the, identifying the –

Mr. Andrieu- so it's not –

Mr. Nearpass- again, not all use them, so my wife is in a medical facility, Cedar Wood Office Park, or Cedar Wood Medical Park up in Perinton, or there the other one, they all generally have a name as the destination –

Ms. Sheridan- right.

Ms. Andrieu- mhm.

Mr. Nearpass- and the, they are in no way affiliated with Cedar Wood Office Park but it's, once you get into there and you're on property, you know the buildings themselves have the directories inside, you know suite A or B, that just seems to be how most Medical and Business and Office Parks are and kind of the intent here, again, with the code is to have a, allow for a, you know larger lettered sign, right because we've talked about just 20 square feet, where it could be with the name of the Destination and not having to list and put all these different logos and things on it, I know up at the mall its, it appears to be mad max beyond Thunderdome, sometimes when I drive by it looks like it, but that a whole completely different, you know, part of the town, it's got other things that regulate it and allow them to have that, but the route 96 corridor we've been, over the years trying to kind of clean that up a little bit, encourage more of the destination type, type signs, I would agree that today just having the sign with the 7255 –

Ms. Sheridan- East.

Mr. Nearpass- really not doing much for you, but I guess I'm hoping, if you try to think about it as establishing a name for the Center, whatever you want to call it, at least that gives a, something that someone could read, because no one is going to read those letters at 50 miles an hour going down, in my opinion.

Ms. Sheridan- yea.

Mr. Nearpass- I'm done talking.

Chairman Reinhardt- Donna?

Ms. Morley- my question is, this is your new, so your numbers are going to be smaller than the ones that you already have on there is what you're saying? So, I'm saying –

Ms. Andrieu- I believe it would be smaller.

Ms. Morley- so going down the road it's not going to make it any better, if they're smaller.

Ms. Sheridan- the actual numbers on the signage would end up smaller, correct if we did, if we followed this.

Mr. Bonanno- I'm Mike Bonanno from Skylight Signs. I unfortunately don't have the original drawing, you had it up on the screen, but I don't, yea there's no question that the numbers would be smaller on the newer sign than here, we do have this maxed out, you know in width for sure.

Ms. Andrieu- I mean yea.

Mr. Bonanno- because we have the word East next to it.

Ms. Sheridan- we could redesign that though to be up and down, right, like we could potentially design, I'm sorry you don't have the new one up, but the new one to have it that same layout, of 7255 East, right and then continue the East on the Second line there and then continue the businesses below I suppose, like we could look to keep the letters I guess the same in this design.

Ms. Morley- it just seems like you're making that number smaller and if I'm coming to you anywhere there I'm looking for your number, I'm not looking for, I google everything, so I don't know I, I usually can find everything but I guess everybody doesn't do that, so most people have it all on their phone so I was just wondering why, you're going way smaller with the numbers and I don't think it's going to be made much more visible.

Mr. Bonanno- I just think I will interject something, first of all I have a letter height chart and you know you had made a comment you don't think somebody could actually see it as you're going by 50 miles an hour but a 3 inch letter you'll be able to see quite easily at, at 30' and these are going to be at least 3 or 4 inch letters in height, so you'll be able to see it at 40', now you're going 55 miles an hour that sort of, is it relevant or irrelevant, I don't think so, I think –

Mr. Nearpass- to be able to see it better than if you just used 20 square feet to say Quatela Center?

Mr. Bonanno- I'm not going to comment on that, all I'm saying is the comment you made, you can't see it is, I don't think that's a correct statement.

Mr. Nearpass- it'd be very difficult to see going 55 miles –

Mr. Bonanno- it depends on, you know, it depends on the person and I think I can see it and I need glasses for everything so, that's me, anyway the point I'm saying is, the size of the letters here that are currently on the current sign, even though they're larger right now, they will get smaller on the other sign, but they're still going to be bigger enough to absolutely read. I don't care, I don't think it matters how bad your eyesight is, those signs, that sign 7255 will be easily visible as even though these are bigger on the current sign, they're bigger than on the new sign, they're still going to be easily visible and a 3 or 4 inch letter on the monument will be readable so that's all I want to say.

Ms. Morley- okay. Thank you.

Mr. Bonanno- unless you need me to say something else.

laughter

Ms. Sheridan- no I was looking at Doctor Quatela. So, one of the questions was would it not be simpler and more visible to put just the name of a center on rather than identify the businesses within the building and Pam and I were indicating that this isn't really considered like a center with a name like The Quatela Facilities.

Mr. Quatela- yea if, may I speak.

Chairman Reinhardt- sure.

Mr. Quatela- okay, if we think about the different things that might be in here, so we actually have a kind of a test example right now within the spa I have a separate business that's a Longevity Center it's called Longevita, and it has a doctor who is actually a sports medicine doctor that specializes in regenerative medicine which is a buzz word for the next decade and so there's no indication that this exists and so people just drive by, I know there's a number there but it, you know the way the signage is in a bit, and you know there, they just pass it and with the way, you know the traffic is and having to make a left hand turn into some business and then turn around and come back, we've had a number of our own clients complain about that but more importantly, you know we have 2 tenants now that may compliment the regeneration like a physical therapy, we don't have a tenant yet, potential tenant, like physical therapy that should complement the regenerative medicine practice and they're asking, you know, is our name going to be on that signage, how are they going to find us and I, you know I want this to be successful and right now we've had complaints from patients, both from the spa, for this regenerative medicine practice and I can see that this is going to be a sticking point also for people, now, I would agree with you calling it the Quatela Center if everything in there really sort of fit under that umbrella, but it won't unless I rent the whole space –

Chairman Reinhardt- let me, hold on, on your point I've had a number of procedures at Thompson, I know where Thompson is, and when I make that connection with Doctor Smith, Doctor Jones whatever it is, they send me a map,

Mr. Quatela- right

Chairman Reinhardt- there's a big X, this is where you need to go, go to building B and I go in and I see the directory, oh, Doctor Jones is on the third floor, bang, and I'm there, there's –

Mr. Quatela- right.

Chairman Reinhardt- not signage all over the hospital or all over the facility, how is that different than what you're asking for?

Mr. Quatela- what's different about that is that the hospital or you know, Thompson Hospital is like one big system, they're not like these independent struggling businesses that are trying to get clients to come in, that's a huge difference and people want some kind of visibility, you know, I –

Chairman Reinhardt- if you sent a map to your new, to your patients—

Mr. Quatela- we do, we're very, we sent a map.

Chairman Reinhardt -or wherever it is and say here's where we're at.

Mr. Quatela- yea, we send them a map, were very clear about it, but you know there, you're coming through fairly quickly in that area, if you're coming from Rochester, you know we, we were concerned initially about the trees that are there and then you know I met with personally on the property with all the tree people and you know we couldn't move any of the trees, we couldn't do anything but, what happens is you just have like a wall and as soon as you get upon it, you've already, it's too late to break hard and turn into the property. It, that's physically the issue, I think, personally, and so, you know, I think that anything that will catch their eye, you know that, okay wait a minute there's a sign, oh, I see the name, is just going to help us, you know, we're trying to be successful with this business and its, you know this is like, we wouldn't be here if it wasn't a problem, you know, you know I, I really thought like you did, I thought, you know, we could, you know, we could do this, put a number and I looked around and some people numbers, other people have signage that is, I have a competitor that is down the street that has signage right on the road, it existed before and he bought it that way, you know, but, you know that's a huge disadvantage for me.

Chairman Reinhardt- well, before you, we talked about that, we need to compare apples to apples –

Mr. Quatela- yea, I got you.

Chairman Reinhardt- so that –

Mr. Quatela- okay.

Chairman Reinhardt- the signage in the village –

Mr. Quatela- right.

Chairman Reinhardt- that's irrelevant

Mr. Quatela- right.

Chairman Reinhardt- if its down at the mall, that's a different alien. So—

Mr. Quatela- right, right, I understand.

Chairman Reinhardt- and it could be a pre-existing condition so were going to

Mr. Quatela- yea, they're, it's a pre-existing condition, but it is a pre-existing condition, I know, it used to say –

Chairman Reinhardt- okay, I interrupted you.

Mr. Nearpass- no, no that's okay I, I was only using the Quatela Center because when the team came up and introduced themselves, they introduced themselves from the Quatela Center, but you could call it whatever you want, the intent here is really to have, you know, these building like this be a destination, right, and I'm not on the side of it now that says it's the Medical Spa, so you could call it the Medical Spa, you could call it whatever you want and obviously under that site to the point I used the example of Cedar Wood Office Park is a medical, or a Cross Keys, right, I mean, you don't go to Cross Keys on 31 and they don't have a directory of you know the hundred different medical practices and doctors in there, you kind of have to go to the building or know they're in suite 350 and then you go to suite 350, you go inside, ah, there's my doctors name and I go in there, I don't think the, I agree that just having the number by the road isn't helping you at all, just 7255, I think you can obviously do something better than that whether it's a destination name and giving that a try, the directory to me feels like there's going to be a lot of text, its not going to be very readable, the sign looks like it's, what was the square footage on that, I thought you said 28' but its got to be bigger than 28' –

Ms. Sheridan- 28'

Mr. Nearpass- so right now what's there is 20'?

Ms. Sheridan- its less than 20'

Mr. Nearpass- okay, alright because I was going to say it looks twice as big as what there –

Mr. Quatela- and, and there's a possibility, I mean, this is just a prototype, we, I don't have names for all those, there's a possibility that there might be just 4, you know, 4 things, you know, it depends, I'm trying to rent the space, and I'm probably going to take a little bit more for myself but I can't take the entire space and that was never my intent, so I, I don't, honestly I don't preserve having you know, 6, what is it 6 tenants, 6 tenants, I really don't think we'd get there, this is just a prototype –

Mr. Nearpass- you and I both know tenant number 5 comes, they're going to want, they would want to be on the, I, what I, what I would be for, I would be for a slightly larger sign if you actually, if it was going to be for a destination name, like if you really said it was going to be the Medical Spa or something, I think I could be convinced that –

Mr. Quatela- yea.

Mr. Nearpass- you know there's something unique about this to maybe warrant the sign to be a little larger, but not a directory.

Mr. Quatela- so the um, prior to COVID I had 2 great tenants, potential tenants 1 and then COVID happened, and it all fell apart, but 1 of them was the a breast clinic and, you know they were going to take half of the first floor and that was a great deal but the other was a very high end hair, like a spa, salon type thing, not like what we do, but and you know, they're so different, you know we've had, we've had financial advisors approach us and so, I don't know where we'd do, ideally I'm trying to make it all kind of fit together but I have a sort of a time limit on that, how long I can stick it out and do this, you know we've got a big mortgage and what not that I, you know kept to grab a tenant and so, you know, its just hard, I would have to pick some name not related to anything basically, you know, I can't –

Mr. Nearpass- I don't know where Cedar Wood or Cross Keys or none of those, I just, I'm with you, It's a

Mr. Quatela- yea, I know.

Mr. Nearpass- I'm not here to help you brand but –

Mr. Quatela- right.

Mr. Nearpass- there's other, plenty of examples of destinations with a name, whether they use a last name or something unique to try to brand that particular site to bring people in, like oh I'm in, you know, again the Quatela Center or I'm in the Medical Spa in Victor, and it does take time, right, it takes time to establish that kind of brand, but

Mr. Quatela- yea.

Mr. Bonanno- May I interject something really quick, and this is from something that Doctor Quatela just mentioned it, and I didn't know that there would be other ---

Ms. Boughton- I'm sorry, can you talk closer, just so she can hear it.

Mr. Bonanno- thank you, I'm sorry.

Ms. Boughton- sorry about that.

Mr. Bonanno- I didn't realize that potentially a regenerative therapy business is going to be in there, and I wouldn't know that if it just said Quatela Center and my son had a stroke when he was 2 months old and he's 27 right now, and we're looking into how I can maybe find some opportunities for that, I drive down the road and I see regenerative something, I might pull in, but I won't if it Quatela Center for Medical –

Mr. Nearpass- I'm with you

Mr. Bonanno- I'm just saying –

Mr. Nearpass- I'm with you, but I'm going to just say my guess is you hit the internet first and get on 96 and look for a business –

Mr. Bonanno- maybe not.

Mr. Nearpass- search for regenerative business.

Chairman Reinhardt- really, you're going to go up and down 96 looking for a –

Mr. Bonanno- I'm just, I, I wasn't going to be looking for it all –

Mr. Nearpass- I'm just saying if you're interested, you're going to look for something on the internet and the company in there, its their responsibility to be found –

Mr. Bonanno- I was just giving my 2 cents from something that I just thought of at the moment –

Mr. Nearpass- alright.

Mr. Bonanno- that I think actually speaks to why we would need a name on there, maybe not 6, but I honestly think a tenant will want to see that, I'm going to --

Chairman Reinhardt- how many tenants, potential tenants could go into that building?

Mr. Quatela- honestly?

Chairman Reinhardt- yea.

Mr. Quatela- the most is 5, the way it's going now.

Chairman Reinhardt- you sub-divide it, what I'm concerned about is 5 gets to 6, 6 gets to 10, 10 gets to 20, where is that, now you're scoffing, alright --

Mr. Bonanno- I'm saying its --

Chairman Reinhardt- because they're, we, the board does not deal in ifs and buts, it needs to be specific, alright we, not you, but others have said gee we might put a pool in here, we might do this, we might --

Mr. Quatela- yea.

Chairman Reinhardt- variances granted it needs to be specific, we need to understand what the dynamics of the request is

Mr. Quatela- okay.

Chairman Reinhardt- turns out today that its 4, then you come back, oh, we need 2 more, 2 more, 2 more, and it then, once that barn door is opened, hard to get those animals back in --

Mr. Quatela- yea, I, I understand that, I, yea I, I don't know how it would go beyond that, beyond 6, and the only reason I say that, is that I've outgrown my space at East Ave, I never thought, you know when I first came before this board and we built this building, I wanted to put a Spa in it and it was going to be a rental property and I wanted to get tenants in there, and that's why Wendy Logan a hair salon whatever was going to be, you know, the thing, and then in the interim COVID affected us in a weird way and we went from 3, 2 physicians to 3 to 4 to 5, we're hiring our 6th and so we're out of office space, soon we'll be before this board again where we're going to probably take half of the second floor just for extension of our East Ave offices, regular medical offices, so I probably going to take more space and so I'm probably going to occupy more than 2/3 of the building just myself so the spaces now we're looking at are, because of there's a corridor that divides, half of the second floor, one of them is, I don't know 1,200 square feet and the other is like 3,000- 3,500 square feet and those are the spaces that we're looking to rent, the other, every other, everything else is sort of off limits for now, so I don't think its going to be a lot, you know, but, but you know unless we were here and we were that part was behind us then it would be a different discussion but, you could just limit me, you know *laughter* you know I, don't know, I don't know what to say --

Ms. Mitchell- Doctor Quatela, I have a question then.

Mr. Quatela- okay.

Ms. Mitchell- hypothetically the board down the road approves this sign but says you are limited to 6 clients listed on that sign; you would be in agreement with that?

Mr. Quatela- I, I think so, honestly because I don't, yea, I mean in my lifetime, you know if I sell the business, it'll be somebody else's –

Ms. Mitchell- I mean it goes with your property anyway, so you don't own it anymore someone else does, that's the most they could do –

Mr. Quatela- yea.

Ms. Mitchell- so, but I just actually have a comment because we haven't quite got to me yet, to me and this is not a fair comparison for you by any means, but when I drive here, I drive past the Victor Jeep dealership and to me the way this signage is laid out is very similar to it saying Jeep, Dodge, Chrysler and its listing all the product, the brands products, whatever you want to call them that this jeep dealership sells, to me this is actually no different than what the sign is up currently and that would be a new sign because that's a new building, so those are just my comments, you might want to add that to your pictures they had, I don't know but that's the way I look at it, it's a very similar comparison as to what you're looking for based on what is already up at that site.

Mr. Quatela- I think, I think that its an attractive sign, I mean I think this one, you know the one, you know the original one that we have now is attractive but I think this will be attractive too, I don't think it's, all the signage that we've done in the building has been just amazing, thanks to him, and I think this too will look very nice. You know I mean; I can think of so many other signs that are existing, but they don't look as nice as this, you know –

Ms. Mitchell- and to me, yes, they're saying that this is a destination, but and I'm sure you have your regular clients, but you also probably have clients that come there who may be see you for the top 6 months and then you may never see them again –

Mr. Quatela- mhm.

Ms. Mitchell- so like to compare it to a hair salon or a nail salon, I don't think is necessarily a fair comparison either because this is not in the same realm.

Mr. Quatela- right.

Ms. Mitchell- as those options.

Mr. Quatela- no, this was very different.

Ms. Mitchell- right.

Mr. Quatela- this is the most high end.

Ms. Mitchell- right.

Mr. Quatela- you know hair people in town, you know they rent elsewhere but they're from, they were from, I mean it was a, in a way it was a fit for the Spa, you know for our Spa but , but, you know I don't know, I just, we wouldn't be here, you know obviously we did this and it was fine, it wasn't like we planned to be here now, we're reacting to patients and you know that sort of thing and, and potential

tenants and that's why we're here, it was kind of, it's like I don't want to be here, it's kind of frustrating to be honest with you, like, like its just 1 more thing, like why couldn't people be happy, we, we named it, we named it 7255 East, that's the actual LLC, I think, that, that, yea, so its not just an address, but maybe its not fancy, I mean maybe it should be like Cross Keys or something I don't know, but I'm saying that is, that is the destination, but it, this somehow its not working and I almost, I said to both Pam and Kathy, I said maybe we should just get the patients, everyone who has made this compliant to sign like a petition —

Ms. Sheridan- we did.

Mr. Quatela- oh, you did? Okay, I didn't even know you did that, but I just, you know, I just don't, I wanted to, I want it to work, that's all, you know our numbers are good, but we had like unbelievable delays as you know because of COVID, I mean our front door was 14 months late, not the wooden the front door but the door into the spa so you cant open it, put product there and not have a door and there was just so many things that delayed it and so now were going but its kind of like the economy was roaring while you know the 2021 era for cosmetic surgery and now you know with market dropped and everything so we're kind of struggling a little bit with that too, we're not we don't have, our numbers are growing, but we didn't quite have like what we expected, you know so, any little bit helps, if I can help patients to, you know, who are complaining or a tenant who is asking that's why were here, you know. So.

Chairman Reinhardt- so what we do sometimes, but especially with signage or for that matter any variance request is the, if we flip it and say, hypothetically were not giving any indication that we're going to deny, because we don't know yet, we don't have all the facts, but hypothetically if the variance request is denied what's your plan, shut the place down? Send out more maps? So, it's that test of the feasibility as what alternatives do you have to make it work and still comply with the code.

Mr. Quatela- yea, so, I can't think —

Ms. Boughton- I'm sorry to interrupt you, she's turned the mic all the way up, I know you're very soft spoken, I apologize, but just to get it all on record

Mr. Quatela- okay.

Ms. Boughton- thank you.

Mr. Quatela- I don't know what I would else we can do from our end in terms of you know sending a better map or you know trying to explain to every person on the phone, you know, as far as changing the signage in terms of using what we have existing and making that work somehow in a different way like re-naming it, I hadn't even thought of that, I mean because to begin with I didn't, I didn't really want to call it this to begin with, it was kind of like we did it to just put an address and a name at the same time you know that sort of thing, so I don't have a good answer for you, I guess Id have to go back and just re-think our process and see if there's something that we're not doing, I know were doing the map thing and I know were calling them, I don't know maybe —

Chairman Reinhardt- alright, well we have to wait anyways, because we have to see what the County Planning Board has to say about this signage issue

Mr. Quatela- mhm.

Chairman Reinhardt- I can give you a heads up, often times the County Planning Board is rather

protective of signage on 96, the main thoroughfare the corridors if you will, so be prepared to think out of the box a little bit, I don't know what the County Planning Board is going to do, but the exchange of ideas and trying to if you will meet each other's minds and figure it out, without a complete denial is often times a good solution, right, the other piece I want to clarification for is on what you're actually requesting the variance for, and all I really got here is a modification on the existing monument sign, you're going to stay in compliance with the height? Right, you're going to stay within 10'

Mr. Quatela- right.

Ms. Sheridan- so—

Chairman Reinhardt- if I heard right that you want to go over the 20 square feet total?

Ms. Sheridan- so in criteria 3 indicates to replace to include the names of the businesses within the building so that's the one of the first variances and the second variance under criteria –

Chairman Reinhardt- so its not the criteria, it's the request for the variance that the public needs to be on notice for, the criteria, the 5 criteria that you're referring to applies to each variance, so if you're asking for 2 variances, if I understand you correctly, if I'm not then tell me I'm not getting this right, but you're looking for a variance for the advertisement of the business names and you're looking for an expansion of the 20 square feet?

Ms. Sheridan- correct.

Chairman Reinhardt- so those are 2 separate variances, and you need, we need to address the 5 criteria for each of those variances.

Ms. Sheridan- okay.

Chairman Reinhardt- alright.

Ms. Sheridan- and the application says specifically to include the names.

Chairman Reinhardt- hold on, one second, I just want to get clarification, is the notification been for 2 variances or just the one, do we know that?

Ms. Boughton- I believe its just the one, I can have her check, but I believe she advertised just for the one variance.

Chairman Reinhardt- okay, so that may, I don't know what your time frame is on this, but we need to make sure that the procedure is followed correctly, if there's a glitch, either Lisa or –

Ms. Sheridan- Amber

Chairman Reinhardt- our, our, the Town will contact you and say you only asked for the one variance you're going to have to ask for the other variance as well which may mean that the County Planning Board is going to have to address both variances because I think they're only looking at 1 variance –

Ms. Sheridan- okay.

Chairman Reinhardt- alright. The last thing we need, you need, is to have a speed bump into your request.

Ms. Sheridan- okay.

Mr. Quatela- yea.

Chairman Reinhardt- alright, we're trying to make sure this is what –

Ms. Sheridan- no, I understand. So, the application covers the one variance, and the criteria mentions both, so I get that there should have been an application for each –

Chairman Reinhardt- alright so I think what's happening now, what is before the board is only for the business names –

Ms. Sheridan- correct.

Chairman Reinhardt- and not for the size itself.

Mr. Quatela- to the sizes it's 8' over what is allowed.

Ms. Sheridan- 8 square feet. So, the current sign is 16 square feet, and the max is 20 square feet.

Chairman Reinhardt- 10 feet high is 20 square feet is your, is what the code allows you to have –

Mr. Quatela- and we, we're not more than 10' but we're 8' over the square footage.

Ms. Sheridan- correct.

Mr. Quatela- is that right?

Mr. Nearpass- I think it was the height.

Mr. Quatela- the height. Yea, right.

Chairman Reinhardt- so, with that in mind, is that what you want is to have the additional square footage or its going to be the second variance.

Ms. Sheridan- right.

Mr. Quatela- So, so –

Ms. Sheridan- the sign would be then –

Mr. Bonanno- it would end up, we could get this current sign 4 square foot, its currently 16 square feet, right now –

Ms. Andrieu- 4 additional feet, yea.

Mr. Bonanno- get 4 additional square feet might be able to get a total of maybe 4 10-inch names in there so we could, we could get it down to 1 variance where we have the sign maintains the 10' height and the 20 square foot, then your only variance would be –

Chairman Reinhardt- how about if we do this, if you're going to stay within the 20 square feet, 10' high, then there's no need to do anything, all we're dealing with is the additional business names, is what the county planning board is going to address and then we're going to address for the variance, if you want more, bigger than 20 square feet, then –

Ms. Sheridan- we'd need another application.

Chairman Reinhardt- right, another application for the additional square footage.

Ms. Sheridan- okay.

Chairman Reinhardt- okay.

Mr. Quatela- and does that mean that we'll lose more time or is it can we still do it in the same –

Chairman Reinhardt- I don't know, if, I don't know what the window of time is to get it to the County Planning Board, my guess is, yes, it's going to –

Mr. Quatela- we'd have to come back here with it, or, or is it clear that we want 2 variances?

Chairman Reinhardt- the problem I'm seeing here is the public needs to be on notice of what the application is for, so as much as I'd like to tell you we can keep this all in the same package, its out of my parameters to say oh yea, sure, close it up, go ahead, we can't do that.

Mr. Quatela- right, right.

Ms. Sheridan- when does the County meet?

Ms. Boughton- its at the County October 12th.

Ms. Sheridan- okay.

Ms. Boughton- so there's still time for us to add it to our package.

Mr. Quatela- do you know when the deadline is for that?

Ms. Boughton- the deadline has already passed, but because your application is already with her, we can add some things to it, she may let it, tell us that we have to submit a whole new application if you're doing a 2nd variance, but we can discuss it with the County Planner.

Chairman Reinhardt- is Amber here tomorrow?

Ms. Boughton- she is out all week.

Chairman Reinhardt- okay, so then, Kim Kinsella is probably your best bet on communicating whether or not, what you want to do, on whether or not you want the additional square footage or if you just say nope, we're good –

Ms. Sheridan- leave it as is

Chairman Reinhardt- leave it as is, and we'll wait for the County Planning Board to come back and then our next meeting is going to be, oh, where is my calendar –

Ms. Boughton- November 7th

Chairman Reinhardt- November 7th

Mr. Quatela- okay. And then October 13th?

Ms. Sheridan- was it October 12th or 13th.

Mr. Quatela- 12th, yea.

Ms. Boughton- the County Planning Board meeting is October 12th and your next one would be November 7th for this board.

Ms. Sheridan- okay. If it went forward with just the names of the businesses went to the county, then if the decision is made at the County level does it come back November 7th or where does it go from there?

Chairman Reinhardt- yea, so what the County will do, they're a advisory board, so they will give us their 2 cents on what they think the, this board should do, if for example they say, we think it should be denied, we need to have a super majority to overrule them, alright if they say, Class 1, you guys do whatever you want to do, then its just a simple majority, alright, if you're not sure, I imagine you have counsel, ask your attorney, your law firm, whoever, how does this work, alright, so we're not supposed to give you legal advise about all these pieces but

Mr. Quatela- right.

Ms. Sheridan- rendered back on in November 7th, or via a letter, typically the, your –

Chairman Reinhardt- you should, we will communicate with you what the County Planning Board lets us know what their, what they would like us to do.

Ms. Sheridan- and then your decision, how do you communicate that after the County Planning--

Chairman Reinhardt- you'll come back.

Ms. Sheridan- okay, that's what I –

Chairman Reinhardt- we'll probably have some more questions for you, we've done quite a bit today, so they'll be a little bit more, I have to say, anyone from the public want to speak for or against the application, that's alright, no, alright, we'll say the same thing again, if there's other information you have for us, more exhibits, we'll certainly talk about that, we also, we have some homework to do on the signage that you provided for us, which ones are applicable, which ones pre-existed

Ms. Sheridan- right.

Chairman Reinhardt- I think Sarah had a really good question about, well why does the car dealership get to have Jeep, Chrysler, whatever they have over there, and this is different, I don't know we, we it's a good question, our code enforcement officer is going to have the answer for us, so lots of good questions, but we're all into get this right.

Mr. Quatela- right.

Ms. Sherida- right.

Chairman Reinhardt- okay, any questions for us, or so far so good, Sarah, any more questions, comments?

Ms. Mitchell- nope.

Chairman Reinhardt- Donna, Matt, Fred? Anyone else from the public?

Mr. Quatela- I promise you that the sign will look as good as the building, I mean when its done, its not going to be like junky names, its going to match everything and just look nice. That's what I'm about, you know.

Chairman Reinhardt- okay, so –

Mr. Quatela- okay, alright.

Chairman Reinhardt- very good.

Ms. Sheridan- thank you.

Chairman Reinhardt- Thank you so much for your time and you presentation and we will see you in November. The 7th?

Ms. Boughton- November 7th.

Chairman Reinhardt- November 7th, alright and don't forget if you want that additional square footage, please let Kim know.

Ms. Sheridan- I will.

Chairman Reinhardt- if this, help it stay on track for you.

Ms. Sheridan- okay.

Chairman Reinhardt- alright.

Ms. Sheridan- thank you.

Chairman Reinhardt- very good, you have a good night.

Mr. Quatela- alright, thank you.

Chairman Reinhardt- anyone have anything else, Fred, you're good?

Mr. Salsburg- I don't have anything else.

Chairman Reinhardt- anyone, we're good? We're good?

On a motion made by Chairman Reinhardt and seconded by Matt Nearpass the meeting was adjourned at 7:51 pm.