

EAST AURORA PLANNING COMMISSION
REGULAR MEETING

September 4, 2018 - 7:00 PM

PRESENT:

Allen Ott Jr.
Geoffrey Hintz
Randy West
Aaron Fisher

Absent:

Dan Castle, Chairman
Lowell Dewey, Vice Chairman
Karen Lee
Bud Babcock, Alternate

Also Present:

Elizabeth Cassidy, Code Enforcement Officer
Randy Bebout, T.Y. Lin, Representing McDonald's

Randy West, opened the meeting at 7:08 PM noting that a quorum was present.

Member Hintz motioned to approve the meeting minutes with the corrections as noted regarding the updates on the zoning study, seconded by Member Ott with unanimous approval.

**Development Plan for 17 Ernst Place
McDonald's - Monument Sign**

Randy Bebout's firm, T.Y. Lin, has been working with McDonald's to refresh many of their locations throughout Western New York. The particular location is finishing interior renovations, along with some changes to the drive-thru, and the last piece of the remodel for this location will be to replace the signage in front of the restaurant. The current neon lit monument sign will be removed, and the the proposed replacement sign will be constructed in the same location and setback. The proposed sign is to be ten feet in height. It will be constructed from bricking and block to match the restaurant's building materials. The 'M' logo will be at the very top of the sign structure. The signage will be 14 sq ft. in total.

Member Ott and Member West commented on the height of the proposed monument sign, 10 ft. is a substantial height, why did the applicant choose this height? Mr. Bebout replied the height

was proposed to the full extent as allowable by the Zoning Code. Section 209-7(2)(a) states signage is allowed 10 ft. above ground level, and 20 sq ft. maximum in size. The applicant chose to have the signs height at the maximum level, but kept the square footage of the sign face at 14 sq ft. There is an application submitted before the Zoning Board of Appeals requesting a variance to allow for the internally lit sign as depicted on the renderings before the Commission.

Member West requested further clarification on the Short Environmental Assessment Form, the form seemed to be completed in an obtuse manner. For example, section two is marked 'No' for

'Does the proposed action require a permit, approval or funding from any other governmental agency?'. There is a request before the Zoning Board which requires for their approval, so it seems that it should be marked 'Yes' rather than how it was completed. Mr. Bebout replied the form is an online version which autocompletes, and they don't have the ability to manipulate the answers in the manner which is often needed..

Member Fisher asked if an LED sign was truly necessary for this location? The proposed sign is at one end of Main Street, and it would not be ideal to have this signage viewable down the entire length of the street. Mr. Bebout stated the choice of LED lighting was to have the overall look be cleaner, more easily identifiable, and again, it is the applicant's preference. The amount of signage at this overall location is decreasing. Additionally, the full name of 'McDonald's' is being removed in favor of utilizing the simple branding of the 'M' logo.

Member Hintz inquired about the landscaping, would the property owner be willing to include some additional features going above and beyond mulch; and to have the landscaping be done in accordance to what is laid out in the Village's Design Guidelines? Mr. Bebout stated the applicant would be willing to have additional landscaping included around the signage. Both Member West and Member Fisher expressed deep concern about the chosen height of the sign. Member West stated he would prefer to see the proposed monument stay at the height of the current sign. Member Fisher stated at the very least, it's overall height should be brought lower to fall better in line with the commercial design guidelines for signas.

Member West put forth the recommendations to have the monument signage lowered to eight feet, rather than the full ten feet. Additionally, the landscaping employed is to meet the commercial design guidelines, as found on page 37 of the guide.

Member Ott motioned to approve the application with the recommendations put forth by the Planning Commission, seconded by Member Fisher with unanimous approval.

Motion by Member Ott to adjourn the meeting at 7:42 pm. Seconded by Member Hintz and unanimously carried.

Respectfully submitted,

Nancy A. Burkhardt
Deputy Clerk