

**Village of Hilton**  
**Planning Board minutes of July 13, 2010**  
**Approved August 10, 2010**

Members Present: Chairman Mark Hedberg, Chris Brower, Robert Hunte, Jim Jackson, Dave McCracken

Others Present: Trustee Jim Bimmler, Code Enforcement Officer, Mike Lissow, and Recording Secretary Amy Harter

1. Call the meeting to order at 6:31 p.m. with the pledge of allegiance to the flag.
2. Chairman Hedberg explained the Planning Board's responsibilities and functions.
3. Workshop/Discussion
  - A set of photos from signage presentation in color to be sent to each member. This will give an example to be added to the written guidelines presented by Mark Hedberg. Each member will choose an example that best represents the text to illustrate what makes a good sign or an unacceptable sign.
  - Jim Jackson noted that in Cape Vincent NY, all buildings and signage have been updated. He noted that windmills have been constructed all over the area. It was suggested to contact the municipality to inquire about their improvements.
  - The board discussed the agenda item.
  - Creative Bakery sign – Chris Brower noted that the phone number on this sign is not necessarily the best choice. It was discussed that the Planning Board granted a blanket approval in 2006 to allow business names on these existing sign boards as long as the barn red color is maintained. All of these signs are consistent in size also.

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**4. CONCEPTUAL REVIEW**

Proposed Action-	Sign Review
Applicant-	Dr. Jeffrey Dick, Modern Family Dental
Location-	3 West Avenue

- a. Dr. Jeffery Dick was present to discuss his potential sign on the building he owns at 3 West Avenue. He explained that he has been at this location since March '89. In 1990 he built a free standing sign, there was resistance to install signs at that time.
- b. It was located 3 feet from sidewalk, within months a car went through the intersection and demolished the sign. Repairs were made and a patient hit that, another repair was made and the sign was vandalized. This has been an ongoing problem in the area. During the last 20 years, there have been many acts of vandalism. The a/c unit was relocated to the roof for this reason. This is the reason behind the installation of a roof sign. He has had complaints from several patients that they could not locate his practice. The location of a sign would have to be very high for vandals and set in concrete to avoid vehicle damage. He continued that the sign must be visible in the dark during the winter months and running electric to front would be problematic.
- c. Chairman Hedberg asked if the remodeling plans from a few years back would happen? Dr. Dick replied he was very close to beginning the construction, however, it was around the time of the bank collapse. He felt uncomfortable with the economy and chose to hold off. Business has continued to slow with a very recent improvement. He still is holding off until the economy shows potential to improve.
- d. Chairman Hedberg explained this application is out of compliance as roof mounted signs are prohibited. He explained that the Planning Board has been working toward improving our sign guidelines and we have been successful with good quality signs recently. This proposal does not fit the character that we are trying to spread throughout the Village. This area should be pedestrian friendly and bringing signs to eye level would be consistent with our code.
- e. Bob Hunte explained that he and Dr. Dick have known each other for many years. The location has been well kept and has been an anchor business for a long time. Bob understands the need for exposure but is concerned for the necessary structure to support a sign of this type. Dr. Dick said he wanted to have the sign approved before he went to the contractor for structural concerns. Chris Brower said wind can be an issue for a sign of this size. Dr. Dick feels the building is secluded and protected by the library.

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- f. Jim Jackson if questioned if a flush mounted sign under the roof peak was considered? Dr. Dick stated the sign area would be too small and the vent would be disturbed.
- g. Chris Brower suggested a long sign under the vent, decreasing the “PLLC” font size or to install vinyl window signs. Chairman Hedberg suggested soffit lights instead of an internally lit sign stating it would be better for vandalism as plastic signs can break. Chairman Hedberg suggested individual channel cut letters with lights.
- h. Dave McCracken said he is trying to envision the proposed sign at night. He feels that it would be a distraction for drivers coming thru the intersection. Dr. Dick said Wilson Farms is bright and this sign would be more visually appealing than that.
- i. Chairman Hedberg stated this is a conceptual review, he asked the board members if they would be willing to approve the sign as presented? No one would vote in favor.
- j. This item will continue on next month’s agenda. Dr. Dick will provide changes by the next deadline.

**5. REPORTS**

Chairman’s Report given  
Liaison’s Report given  
Members Report no report given

Dave McCracken noted that the food shelf must relocate from their Burritt Road church location by the end of this year.

Meeting adjourned at 8:15

Respectfully submitted,

Amy Harter, Recording Secretary