

**Village of Hilton**  
**Planning Board minutes of May 10, 2011**  
**Approved June 14, 2011**

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

Others Present: Mayor Joe Lee, Trustees Horylev, Speer and Bimmler,  
Village Manager Janet SurrIDGE, Code Enforcement Officer  
Mike Lissow, and Recording Secretary Amy Harter

1. Call the meeting to order at 6:33 p.m. with the pledge of allegiance to the flag.
2. Chairman Hedberg explained the Planning Board's responsibilities and functions.
3. Workshop/Discussion

Village Manager Janet SurrIDGE and Mayor Joe Lee were present to continue the sign review process from last months meeting.

Enforcement of those in violation of the sign code – this needs to be reviewed by the village attorney. There are items that need clarification; Section 24-602 H (1-4).

The question was raised if a signature of the building owner is necessary on the application to ensure owner is aware of sign installation and the penalties if zoning code is not followed through.

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**4. SIGN REVIEW**

**Proposed Action-**     **New sign**  
**Applicant-**           **Joseph Fedele**  
**Address-**              **75 Lake Avenue**

- a. Mr. & Mrs. Fedele were present to represent this application. They are opening a full service deli at this location.
- b. They are proposing three signs. They plan to remove the existing signs and install the same size signs. Mike Lissow stated he verified that the sizes fit with the Village code requirements. The north and south signs are proposed to be 1 ½' x 8'. The size of the proposed east facing sign is 2' x 14'.
- c. Chairman Hedberg explained that a site plan review is not required as the building this is being used for the same purpose as the exiting business. There may be some minor interior changes. The owners intend on being open from 11 a.m. – 7 p.m. They will operate a full service deli and will serve dinners.
- d. Chairman Hedberg explained that he is pleased with the current architectural presentation of this area and prefers to keep the area consistent including similar looking signs. Chairman Hedberg suggested that the color burgundy, which coordinates with the building located at 10 Old Hojack Lane, be incorporated into these proposed signs. Mrs. Fedele wants to install a red, green and white sign, stating that burgundy will not work with their scheme. The intention is to create a sign using colors of the Italian flag. There was a lengthy discussion regarding fitting the color burgundy into this sign. Dave McCracken felt that since this building stands alone, burgundy isn't necessary and agrees with the proposed color scheme as it is in keeping with the Italian flag. Jim Jackson said he understands the colors selected but asked if burgundy could be used. Chris Brower agreed that these signs should coordinate with the rest of the plaza area signs since the buildings are sided in an identical fashion. Bob Hunte agrees with the general idea being conveyed by the board members but feels it is impractical in this case. Chris Brower suggested the applicant use temporary banners until the sign can be approved. The applicants stated they do not want to incur an extra cost and hope to open for business on June 1<sup>st</sup>.

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- e. Mr. Fedele asked if this approval is based on taste: he then stated that the building owner, Mr. Inzana, likes the proposed signs. He intends on opening June 1<sup>st</sup>, is running out of time and wants to have the signs made. Mr. Fedele said he is willing to have the corners shaped as suggested. Mr. Fedele also commented that the building is the anchor and it stands alone with a different address.
- f. Trustee Walt Horylev said he likes signs, the shape suggested is fine, as is the color, which is specific to their business; this building is not connected to any other building and conveys the intent of the owner. Trustee Larry Speer stated Furnal's Plaza's signs are all different.
- g. Bob Hunte stated there is too much info on sign; the function is to identify a businesses location. The applicants stated they are near the stop sign and want to be visible to foot traffic.
- h. There were several suggestions made by the members to reduce the amount of information on the signs and to again encourage adding the color burgundy. Mr. & Mrs. Fedele are not interested in adding burgundy to their signs. Mrs. Fedele stated that she thinks it will look ugly and asked why the State Farm sign on 10 Old Hojack Lane was allowed to have red only on their sign? Trustee Jim Bimmler stated the Planning Board is discouraging business from coming to the Village. He said while the signs should not look like they belong in Las Vegas, this is stepping on the rights for Freedom of Speech. He noted that the phone number is necessary for take out business and the colors are perfect for an Italian deli. We need to be flexible and not discourage business. Trustee Horylev stated he agrees with Trustee Bimmler's comments.
- i. Chairman Hedberg said every member wants the applicants to come to the Village. Trustee Bimmler said he did not mean to infer that Planning Board makes anyone feel they aren't wanted and he respects the board members.
- j. Mr. Fedele wants to keep his proposed slogan and phone number, and is willing to add angles to the corners of the signs.

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- k. The signs will be modified as follows:
  - 1. East facing sign: Remove “Italian Food Specialties, Subs, Burgers, Hots”  
Center the graphics on sign. Angle corners of sign.
  - 2. North facing sign: Remove “Italian Food Specialties, Subs, Burgers, Hots”  
Center the graphics on sign. Angle corners of sign.
  - 3. South facing sign: Remove “Italian Food Specialties, Subs, Burgers, Hots,  
phone number”. Center the graphics on sign. Angle corners of sign.
  
- l. Chairman Hedberg asked for a motion to approve the application as amended, Jim Jackson made the motion, seconded by Dave McCracken, approved, 4-1. Chairman Hedberg opposed, he stated the colors should coordinate with the complex.

**6. SIGN**  
**Proposed Action- New Window Signs**  
**Applicant- Myke Merrill as agent for Love Nails**  
**Address- 1 Main St**

- a. No one present to represent this application. The item was not discussed.

**7. REPORTS**  
Chairman’s Report given  
Code Enforcement Report given  
Liaison’s Report given  
Members No Report given

The meeting was adjourned

Respectfully submitted,

Amy Harter, Recording Secretary