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COMMISSIONER

SCENIC & HISTORIC PRESERVATION COMMISSION

AUGUST 24, 2020 4:00 PM

<https://cityofutica.my.webex.com/cityofutica.my/j.php?MTID=ma5090af53c86b681c80eec2c443a89c3>

Meeting number (access code): 132 547 3121

Meeting password: sEdG6EhnD95

Join by phone

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S&H Case No.: 01-20
1705 Genesee Street
Applicant: John Clapper
Owner: Bestdent, LLC

Zone: S&H
Cert. of Appropriateness

In accordance with the requirements contained in Section 2-29-294 of the Zoning Ordinance of the City of Utica, the applicant is seeking approval of a Certificate of Appropriateness in order to install additional signage at the above referenced property.

The applicant received approval in 2019 for a 2' x 12' white painted wood sign with black painted lettering. The sign reads "John Paolo's Xtreme Beauty Institute." It has four channel posts and is parallel to Genesee Street.

The applicant is proposing to install two additional sign boards. One sign will be 2' x 12' and will read "Goldwell Products Artistry (315) 736-2002." The second proposed sign will be 6' x 3' which will read WWW.JohnPaolo.edu."

The Scenic and Historic Preservation Commission met on January 27, 2020 and there wasn't any representation on behalf of the applicant present at the meeting. The Commission had discussion regarding the number of proposed signs and the style of the signage.

The Commission voted to table the application and requested that the applicant submit a plan to consolidate all of the signs into one free-standing sign as permitted by the Zoning Ordinance of the City of Utica. The property is located within a Community Commercial zoning district. The maximum size for a free-standing sign in a CC zoning district is 90sf (both sides included). The applicant is proposing a 4' x 12' (48 sf) single sided sign. No information has been provided on the style of the posts or supports for the sign.

At the July meeting of the Commission, they voted to table the application and requested a design to include:

1. Wood decorative posts for each end of the sign;
2. Wood frame around the sign; and
3. Landscaping around the base of the sign.

S&H Case No.: 15-20
1924 Genesee Street
Applicant: Greg Fishel/Allied Sign Co.
Owner: Linda Romano

Zone: S&H
Cert. of Appropriateness

In accordance with the requirements contained in Section 2-29-294 of the Zoning Ordinance of the City of Utica, the applicant is seeking approval of a Certificate of Appropriateness in order to replace signage at the above referenced property.

The applicant is proposing to rebrand the signage for the Rite Aid store. The current signage will be removed, the walls will be repaired and painted to match the existing materials and new signs will be installed. The primary signs will be internally illuminated channel set letters. The directional signs on the building and in the parking lot will also be replaced.

S&H Case No.: 16-20
2002 Genesee Street
Applicant: Victory Sign
Owner: Dominick Crocilla

Zone: S&H
Cert. of Appropriateness

In accordance with the requirements contained in Section 2-29-294 of the Zoning Ordinance of the City of Utica, the applicant is seeking approval of a Certificate of Appropriateness in order to replace signage at the above referenced location.

The applicant is proposing to replace the existing signage with channel set internally illuminated letters on a raceway that will read "metro by T-Mobile". The signage will be centered in the strip above the storefront.