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MAYOR

# CITY OF UTICA

URBAN & ECONOMIC DEVELOPMENT

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BRIAN THOMAS, AICP  
COMMISSIONER

**ZONING BOARD OF APPEALS  
COMMON COUNCIL CHAMBERS - CITY HALL  
MARCH 12, 2019 5:00 PM**

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ZBA Case No.: 03-19  
167 Genesee Street  
Applicant: Paul Serianni  
Owner: Christine Martin

Zone: CCBD  
Area Variances

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Pursuant to Section 2-29-67(d)(1) of the Zoning Ordinance of the City of Utica, the applicant is seeking an area variance in order to install signage at the above referenced property.

The applicant is proposing to install 3D letters vertically on the front of the building spanning three floors. They will not be illuminated and finished in brushed aluminum. It will read "The WESTWOOD 167". The individual letters will be 2'2" wide and the total overall length of the sign will be 25'. In accordance with Section 2-29-340 of the Zoning Ordinance of the City of Utica, 20' is maximum allowable height of a facial sign in the central business district, therefore, the applicant will be required to receive an area variance for the height of the sign.

The applicant is also proposing to reface the existing 3' x 10' projecting sign on the building. The lighting in the box sign will be updated to efficient LED's. In accordance with Section 2-29-340 of the Zoning Ordinance of the City of Utica, the maximum amount of signage in a CCBD zoning district is 50 sf. The applicant will be required to receive an area variance in order to increase the amount of signage at this location.

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ZBA Case No.: 04-19  
101 First Street  
Applicant: JETNET, LLC  
Owner: JETNET, LLC

Zone: CC  
Area Variances

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Pursuant to Section 2-29-67(d)(1) of the Zoning Ordinance of the City of Utica, the applicant is seeking an area variance in order to install signage at the above referenced property.

The applicant is proposing to install a 14' x 46' (644sf) mesh banner on the parking lot side of the building. The banner will be full color with reinforced webbing/grommets. The banner will be a photo of a female standing on the wing of an airplane.

In accordance with Section 2-29-340 of the Zoning Ordinance of the City of Utica, the maximum allowed height for a sign in the Community Commercial zoning district is 20' where the applicant is proposing 46'. The maximum allowed area for a sign in this district is 60 sf where the applicant is proposing 644 sf. Therefore, the applicant will be required to receive area variances for the increase in the height and size of the sign.

This proposal has been reviewed and approved by the Scenic and Historic Preservation Commission.