



Town of South Bristol
6500 West Gannett Hill Road
Naples, NY 14512-9216
585.374.6341

Zoning Board of Appeals Meeting Agenda

Wednesday, October 27, 2021
7:00 pm

Meeting in-person or by joining Zoom

<https://us02web.zoom.us/j/87170894134?pwd=RjkwYUJZZ2RTcmFyUkR1RXQweFIwQT09>

Meeting ID: 871 7089 4134, Passcode: 521965

Call to Order

Pledge of Allegiance

Minutes

Approval of September 22, 2021 Zoning Board of Appeals Meeting Minutes

Rules of Order

Old Business

New Business

Area Variance Application 2021-0040

Owner: Troser Management Inc

Representative: Daniel Fuller

Property: 5662 St Rt 64

Tax Map #: 167.00-1-51.111

Zoned: PD (Planned Development)

Other

Motion to Adjourn

Town of South Bristol Zoning Board of Appeals Meeting Minutes Wednesday, October 27, 2021

Present: Thomas Burgie
Carol Dulski
Jonathan Gage
John Holtz
Barbara Howard

Excused: Robert Bacon
Martin Gordon

Guests: Dan Fuller
Steve & Wes Fuller
Joe Vasile (via Zoom)
Phil Sommer

Call to Order

The meeting of the Town of South Bristol Zoning Board of Appeals was called to order at 7:01 pm followed by the Pledge of Allegiance.

Chairman Burgie: This is a variance request because it is a dimensional variance from the Town Code. Usually we are talking about setbacks from lot lines or lot coverage, but this is still a dimensional request for a variance for a dimensional requirement from the Town Code. When we get to the SEQR that will be a little different than we have done before. I do not think anybody on the Board has done an unlisted action.

There was a roll call of board members with all present except for Robert Bacon and Martin Gordon.

Minutes

Chairman Burgie called for a motion to approve the September 22, 2021 Zoning Board of Appeals meeting minutes as written. Barbara Howard moved to approve the meeting minutes. Carol Dulski seconded the motion. The motion was unanimously adopted by all board members present.

Rules of Order

Chairman Burgie read the Rules of Order.

New Business

Area Variance Application 2021-0040

Owner: Troser Management Inc
Representative: Daniel Fuller
Property: 5662 St Rt 64
Tax Map #: 167.00-1-51.111
Zoned: PD (Planned Development)

Legal Notice of Public Hearing

Please take notice that the Town of South Bristol Zoning Board of Appeals will hold a public hearing on the following application:

2021-0040 for property owned by Troser Management Inc located at 5662 St Rt 64, tax map 167.00-1-51.111. The applicant/property owners are looking for a 13 square foot area variance for a 45 square foot new entrance sign where 32 square feet is allowed per Town Code §170-58(C) to replace an existing sign at the Bristol Mountain entrance.

Said hearing will take place on the 27th day of October, 2021 beginning at 7:00 pm at the South Bristol Town Hall, 6500 West Gannett Hill Road, Naples, NY 14512 or by joining Zoom Meeting ID: 871 7089 4134, Passcode: 521965.

All interested parties may provide written comments, appear in person or by representative.

Diane Scholtz Graham, Board Assistant

Chairman Burgie: This is where we would like you to present your case. What is it that you want to do and the rationale for it?

Dan Fuller: Thank you very much. First off I want to thank everybody here for taking the time with us this evening. I am sure everybody is busy at home. With me tonight is Steven Fuller and Wes Fuller. He is working with some school projects that we certainly want him to be a part of this. Maybe to start off with some background. We had submitted a request to the Town for a permit for the replacement of the sign at the entrance of the mountain. As you know that was denied by the Town, that is why we are here this evening. A little history of that sign, as best as I can tell, was actually placed in that location where it is currently is back in the early 1970s. That was before we owned the ski area at that time. Since then is what we have found is that sign is not out of the right-of-way for New York State. In order to be compliant it needs to be moved back away from State Route 64 about another 20 feet. Our thought was to actually reproduce a new sign that is more current in its looks, but really take on about the same size and physical dimensions that the current sign has. As you know that is a road is a state road and people travel about 55 or 60 miles per hour on that road. I think one of the concerns that we had was that since I believe it was about 10 or 15 years ago DOT replaced a lot of the culverts on 64. When they did that, they raised the level of our entrance road about three feet from what it was currently and created a difficult situation for us because we had to redo the entire entrance. What we contemplate doing is filling in the area where the current sign is and bringing that whole field up about three feet from its present location to be level with 64. From there we would place that stone structure underneath with timber frame network along with the sign on the back. The size of the lettering is pretty much the same as it has been in the past. I do not think it is any larger. It might be a little bit smaller. Our new sign would be similar to what the existing one is although it is hard to measure that sign because it has varying lengths of boards behind it. Some are shorter than others to give it a different dimension. That was our main reason for doing that. We want to make sure it is still visible as people come from both the north and south. As you know when you come from the north there is a curve in the road and actually being back from 64 will make it a little bit more difficult to see from a distance. We thought having a size similar sign would be an impairment to the view or anybody that would be traveling along 64. Steve, do you have anything you would like to add?

Steve Fuller: Yes. I would like to emphasize as Dan mentioned that the sign we are looking to put in, the replacement sign, essentially is going to fit a very similar dimension. The height is actually the same and the lettering is damaged and very comparable. I think that is probably the biggest point why we are here. The lettering itself is under 32 square feet. I think it is about 26 or so, but we are looking to have a background with it as well. That is what puts us out of that 32 square feet for that sign. Just again to give it some dimension so we have the Bristol Mountain logo that we would have raised off of a backboard piece. The back board piece would be larger than the 32 square feet.

Chairman Burgie: I am sure we will have many questions and discussion here shortly. We just want to fill in a few of the basic steps first. You have given your rationale. Could I ask the Code Enforcement Officer please to give the rationale for refusal?

Phil Sommer: Pretty much you have already said why I denied it. My opinion on how the code is written is not just the lettering it the background it is hooked to is the total size of the sign not the support bracket around it. Just a square piece the letters are hooked to and that came up to be 45 square feet where 32 is allowed. That is why I denied the permit.

Chairman Burgie: I missed part of what you just said. It is not just the background?

Phil Sommer: It is not just the lettering it is the background and all that I consider the sign.

Chairman Burgie: The entire structure, right?

Phil Sommer: Not the support beams going up just the actual rectangle sign that the letters are hooked to.

Chairman Burgie: Really.

Phil Sommer: That is my opinion of how this code reads.

Chairman Burgie: Okay.

Phil Sommer: Actually going back to 1969 code that sign code has not changed from 1969 to present. It is still twenty feet in height and 32 square feet is allowed. Twenty feet out of the right-of-way, which that sign has been illegal since it was erected to begin with. A little history on that.

Chairman Burgie: Can I ask you in the definition of sign in the code the last sentence says for the purposes of zoning the term sign shall include the message area surrounding framework and any supporting structures. You are not including the supporting structure?

Phil Sommer: I do not consider a supporting structure a sign. I consider a sign what you are actually looking at the square/rectangle what is the advertisement is on. Not the post. Same as a wire sign you would put in your yard. I do not consider the stakes part of the sign. I consider the sign where the wordage is on it. That is my take on what a sign is.

Chairman Burgie: From a logical standpoint I would have to agree with you, but reading the code it includes the surrounding framework and any supporting structures in the sign.

Phil Sommer: That is fine. That is not how I read it so that is why we are sitting here tonight for the Board to make a recommendation on it.

Chairman Burgie: Thank you. The other question I have is you have requested a variance to the 32 square feet, but it also says no sign shall exceed 20 feet in overall height measured from the highest level of natural ground immediately beneath the sign to the highest point of the sign or the supporting structure thereof. You show a five foot eight and seven sixteenths buildup of the grade underneath the sign, which is not the part of the natural ground immediately beneath the sign. The buildup has to be included in the height of this? Another Board member who was not able to be here because of a death in the family brought up the same issue that really it is from the existing grade. Anything you have above that existing grade including your five foot buildup is part of the height of the sign. I would like to get your thoughts on this Phil. I believe are really talking about two variances here. One is going to be about 24 feet where 20 is allowed for the height because of your buildup of the grade. You are actually elevating it farther than the natural grade. What do you think?

Phil Sommer: I actually went in there with blinders on because I looked at the other sign which is put up the same way on a mound. With the code reading the same as what the present day code is. I just did not take any exception to that. So it is probably wrong on my part, but that is the observation I made was basically being put up the same way as the original sign was.

Chairman Burgie: Okay. Other Board members thoughts on this?

Barbara Howard: Can I ask you to read the part about the grade and height again please? I do not have that in front of me.

Chairman Burgie: This is 170-58 Bill Boards and Signs (C)(2) no sign shall exceed twenty feet in overall height measured from the highest level of natural ground immediately beneath the sign to the highest point of the sign or the supporting structure thereof.

Barbara Howard: Thank you.

John Holtz: Do we know the height of the existing sign and do we height of the buildup at all?

Diane Graham: It is on the site plan.

Chairman Burgie: Nineteen feet to the top of the boards that hold the sign.

Phil Sommer: You are looking at 19 feet to the top of the sign. A foot buildup and then whatever the poles extend over the top of the sign. So you are probably talking I would guess in a neighborhood of 22-23 feet tall if you are counting everything.

John Holtz: It is comparable then in height if you count the supporting structure like it is supposed to.

Barbara Howard: Does the buildup piece of the code go to the existing sign or to the new sign?

Chairman Burgie: I am sorry, what?

Barbara Howard: Does the code regarding the buildup refer to “the sign” is that the current sign and anything they would do to that or is what they are going to use for the new sign. If it is for the new sign, natural ground if they filled it up before they put the sign up.

Chairman Burgie: It looks like existing right now they have a one foot buildup from the natural grade to the existing sign and then 19 feet going up. Well 19 feet to the top of the actual font area and then two or three feet above that. The new one buildup grade is five feet eight and seven sixteenths it looks like. That is pretty precise for building up a grade. Then goes up 19 foot two and fifteen sixteenths, which puts it close to 24 feet 11 inches something like that looks like.

John Holtz: I was asking about existing condition.

Chairman Burgie: When you rebuild something especially moving it back we are against what the code says. Yes, you can compare it to what is there that they are replacing. We are really into a new variance situation.

John Holtz: I understand. I am trying to see if this is radically different from what is already there.

Chairman Burgie: It does not look like it. Do not get me wrong. I am not saying that we cannot do that, but we have to address if the code says this is almost 25 feet and 20 feet is allowed on the natural grade.

Dan Fuller: I know it is above the natural grade as it exists today. We plan to bring that entire field up substantially probably about level with St Rt 64. I do not know if that measurement on there is precise as what we anticipated it to be. When you eyeball it, it looks about four feet or so maybe five feet.

Chairman Burgie: You are going to bring the whole grade up.

Dan Fuller: Yes. We are going to bring the whole grade up. We were going to do that this summer when we had a lot of the material left over from the pond. The timing was not there and we did not have the trucks available to go over the road. We were going to do that whole field first and then do the sign. In order from a construction standpoint to build the sign the mason that was going to be doing the work he just assume putting the footing down underneath the existing soil that is there and then fill up around that footing later on. Actually the stone work would not even start until probably four or five feet above the road. That is why we never looked at it as being a variance for the height of the sign. That was just our look at it that is all.

Chairman Burgie: I am trying to play some devil’s advocate here and brainstorm this. If we do not address the height potential variance then you are going to be limited to 20 feet above whatever that natural grade is after you do the fill. If we do address a variance, then we need the specifics of what that is which we do not have available tonight. Is that acceptable to limit you to 20 feet above whatever that grade is after you fill?

Steve Fuller: I think we might consider coming back to approach a second variance only because as Dan mentioned when they rebuilt St Rt 64 box culverts we are in a hole right now. To put us four feet lower with that sign it would be considerably lower than the existing sign right now. Add that with the curve that is in there with the additional setback and now you do not see that sign anymore until you are almost past it or at the entrance going 55 mph on that road. That is something we might want to consider to make sure that overall height is going to be very comparable to what we have right now. It is setting this

back another 21 feet because of the right-of-way. The new one would look very similar. Take a very similar space that we currently have just set back 20 feet. Again, making sure that we meet all requirements and if we are not going to then making sure we have the appropriate variances.

Dan Fuller: After we bring the material up, we would stay within that 20 feet above.

Steve Fuller: Yes. Once we bring the material up to 64 we would stay within the 20 feet as depicted. Take away the buildup here on the diagram, but the sign itself is still at 20 feet to the very top of the structure to the very bottom of the structure.

Chairman Burgie: If you limit yourself to 20 feet from the grade.

Dan Fuller: Whatever grade we end up with. Yes.

Chairman Burgie: Then we do not need to address a height variance.

Steve Fuller: As Dan just mentioned the grade we end up with would not be the grade as it is today because we have to build up several feet. The whole sign and structure would stay within the 20 feet.

Chairman Burgie: That simplifies things at least. Thank you. Next is visitation reports.

Jonathan Gage: I went down this afternoon and parked down there and walked back to the north to see as Dan's introduction said here to see as you came around the corner the angle when you are looking at it. I could see with the change inward you would have it showier to see where it is because it is set back farther than the road. It is more or less dwarfed by the pine tree that is back of it. The pine trees are staying, right?

Dan Fuller: I think we are going to have to wait and see. One may have to come out, but we will wait and see.

Jonathan Gage: It comes down between the existing sign and the pine tree it looks like from your diagram here.

John Holtz: I was wondering if in today's world do you even need a sign? Signs were originally used for people traveling by. The mountain is so obvious that you cannot say this is not it. It is self-explanatory when you look at the hill. All the kids these days seem to use the GPS and it says arrived at destination. I do not know what percentage of your clientele would need to know that this is Bristol Mountain that would be confused it was not Bristol Mountain. I am not saying what you are doing is wrong or anything. I am just thinking about from your point of view. I could see you want to upgrade the sign that has been there for a long time and everything. Maybe you want to look at more modern or new. Do you think you need a sign? I am curious about thinking on that.

Dan Fuller: I think it supplies some information from a directional standpoint where to turn in and so forth. I think it is more about the identity too. The identity of the ski area and branding opportunity we have to put our logo out by St Rt 64 when they go by they say oh that is Bristol. If they have never been there before, not that there are three ski areas on Rt 64, but they would not really know what it was. A lot of it is identity as well.

Barbara Howard: I have tendency to agree. I think a sign it is nice there for them and it is awful nice for people going by and saying oh gee I didn't realize there was skiing at this mountain. I am favor of letting you having a sign. I think it is important. Even people with GPS it gives them reinforcement along with the sign.

Carol Dulski: I totally agree. I think the sign is what was Marty's explanation, butt ugly sign? It is one sad looking sign you have there. I think the new one will add a lot of class to the area. I think you do need a sign. I still look for street signs everywhere I go. You are here, but I am still confirming it.

Chairman Burgie: It certainly goes to the statement of the class of the mountain operation. When I picked up the application first, I went down on a nice sunny day and drove back and forth trying to see the issue you had addressed especially from the north. I took some pictures for everybody to see up here. This is from the north from a distance where you would want to be able to recognize the part in the turn is coming. The bottom picture is at the turning. This one from the south coming to the north. My major impression as I looked at these. You can see them pretty clearly from the pictures that I took. The sign needs to be painted. You cannot see anything. It is totally washed out. Especially on a cloudy, snowy, winter day where you do not have a lot of light. You are not going to see much with that. It is within the right of way. It makes sense to move it. Moving it you now you do not want to move that sign. You want something fresh and new and whatever. Your main intent not from a safety standpoint, but from a branding standpoint.

Dan Fuller: Well branding and also to identify where the area is or where the entrance would be. People can see it coming from the north, which is 75% of our traffic. Coming from the north corridor that they can see oh there is the ski area. I can see the sign so hopefully they will slow down and be able to get under speed so they can make the turn into the resort. I did not mention this before. Steve and I both went up and down St Rt 64 several times like you did looking at this. We have been struggling with the design and trying to come up with a sign that would look good for quite some time now. Some things come a little easier. This came a little bit more difficult for us. I think in the end that we make sure that whatever we do that the Town is proud of and that everybody agrees to. Just to build upon your opening statement here. We are all neighbors, right? I do not think Steve or myself or anybody at the resort would not something there that the Town does not want there.

Chairman Burgie: Sure.

Dan Fuller: We want to make that everybody feels good about does it look good, does it fit in? If it does not fit in let us know. If you think it does fit in and it works okay then we can proceed. I think that is very important for us to convey to you to let you know that.

Chairman Burgie: As I was looking at them, I am thinking your major traffic turning in there is going to be during the winter time when roads are not good. There is a safety aspect to this. What you are trying to do with the sign does less to alleviate the potentially unsafe conditions going in there then other actions that you could take. These were my thoughts as I am doing this. Have you talked to the NYS DOT about putting up a sign? I know there is a brown sign there saying ski area ahead, but it does not give any indication of the distance at that location. You cannot see the ski area, your sign or anything else. Putting up an information sign that says Bristol Mountain 1,000 feet. Something of that nature from the north and south from a safety standpoint. I was the commander of the Air Force ROTC detachment up at RIT for four years. Every break/vacation when I send off my cadets to visit their families I gave them a safety briefing and I said my greatest fear is that I am going to lose one of you. Please be safe when you go.

Well one of my girls who was a snowboard instructor not at Bristol Mountain at another area. The day after I gave this briefing she was waiting to turn left into the ski area parking lot behind a truck. She did not see anybody coming. She went to turn and was broadsided by somebody coming in the opposite lane and totaled her car. She ended up in the hospital. She was okay. She recovered, but what a scary situation. There is not any more dangerous place than on a snowy road thinking about skiing and I want to get in there and get started. Your sign is really not going to address that. Not to say you do not want an attractive sign to brand it. Have you addressed getting a more informative sign from the north and south to make sure people know in 1,000 feet or something of that nature? Maybe even a slowdown. Maybe we should not be going through there at 55 miles per hour especially in the winter time.

Dan Fuller: There used to be a sign that used to say Bristol Mountain one quarter mile. It was a green sign with a boarder over it that was quite large that was on the north side of the entrance about a quarter of a mile up the road. The department of transportation took that sign down and replaced it with the brown sign because those are the ones that are used I believe across the state to make sure there is uniform. I have not gone back to the DOT after that point and time after they put the sign up and asked for any additional signage. That is something we could do. I do not know what they would say, of course, that is certainly something we could do.

Chairman Burgie: It is just a safety issue with the amount of traffic that you have in there especially during the wintertime. These were my thoughts from the visitation that I did. Did you visit?

Barbara Howard: I have been up and down that road millions of times. I used to traverse that road all the time. I did go over and drive down as we came up and I had the same reaction to the sign. I cannot see the sign now anyways. It is so faded and my eyes are so old I guess too. I have to say from my viewpoint even if it does not address all of the safety issues the impetus is there now for you guys to look into that. I think the sign that is there now is ugly as sin. I am sorry.

Steve Fuller: There is a reason we are here.

Barbara Howard: We had a case similar to this where do we get a variance that is going to turn the property into something ten times better and nicer than what it was now. We had to give him I think a side variance or whatever to make him do that. We all said the same thing. Why would we not do that? Why would we let them stay looking the way they look in that neighborhood? I feel the same way about this sign. There has to be some way to count the fill in terms of the natural ground. Fill is natural ground all over the place in this Town. Things that were part of a lake are now part of a lawn. So when you look at it what is the natural grade. The natural grade was a mountain several years ago and it got chopped down to let a parking lot get there. From my viewpoint I think what you are really talking about is the sign from the new grade and up. That would be my interpretation. If they go up four feet and then it goes up 20 feet for the sign or if it goes up six feet and then 20 feet for the sign, I think they should fill the whole area. That is very attractive I think. Again, it does not address all the safety issues, but maybe that can be part of the deal. Hospice House has a little blue sign in several places with directions to turn off 34 onto 33. It is bigger than this, but not a heck of a lot. It is enough for you to see this is the way to the hospice house. I do not know what color we are supposed to be anymore because I do not think the state does either by the way.

Chairman Burgie: Okay. Any other comments from visitation? The next thing we need to address is the State Environmental Quality Review Act. In reviewing the application they had a couple of issues here. There are three types of actions that the SEQR addresses. One is a Type I and that is a major impact. It is

already identified some projects are just major impacts. You need to make sure that there is not a major problem from an environmental standpoint. The second is a Type II. The state has already reviewed a number of things. Like building a single family home, duplex, triplex or something of that nature or a setback variance they already decided you know the chances of that being a major environmental impact are so slim. We are just going to put them in a list and you do not need to do any other review on that. If it is not in a type one major impact possible, Type II not expected to have any major impact then it is called unlisted. This sign is not listed in Type I or Type II. So it is an unlisted. Unlisted we have to look at a little bit more here at this meeting. Is there any potential. Do we see any potential for a major environmental impact? We are allowed to do a short environmental assessment form impact statement. It is a check list and if we say no small or minor impact for every one of these questions then we do not do anymore review. That is what we are about to do here because it is not listed as Type I and we have to do an environmental assessment or Type II we do not have to do anything more. We have to look at it and see. These are the questions that we have to answer. We also have to answer in the actual application that you put in here as far as a New York State Historical Preservation Office SHPO has received the following submission you have inputted, but we have not gotten a response back from them. It is still under review by SHPO.

“I think the Board should complete the SEQR tonight based on filing information they have and make the approval contingent upon receiving a letter of no effect from SHPO. No building permit could be issued until that is received, but it should not hold up a variance request.”

I have not received one like that. I cannot imagine just building a sign twenty feet from where you are right now is going to have an impact on the historical preservation, but we have not received that input. We can do what we can on the SEQR right now, but the SEQR will not be completed until we have received that negative impact from the SHPO, okay? For the rest of it:

1. Will the proposed action create a material conflict with an adopted land use plan or zoning regulations?

I do not believe unless anybody has a different thought? That should be no or small impact may occur. Do you agree?

Board Members agreed. I am going to read through these if anybody has any input. I am going to state my opinion, but if anybody has any input, please tell me so we can speed it up a little bit.

2. Will the proposed action result in a change in the use or intensity of use of land?

No.

3. Will the proposed action impair the character or quality of the existing community?

I do not believe so. No.

4. Will the proposed action have an impact on the environmental characteristics that caused the establishment of a Critical Environmental Area (CEA)?

No.

5. Will the proposed action result in an adverse change in the existing level of traffic or affect existing infrastructure for mass transit, biking or walkway?

No.

6. Will the proposed action cause an increase in the use of energy and it fails to incorporate reasonably available energy conservation or renewable energy opportunities?

No.

7. Will the proposed action impact existing:

a. public / private water supplies? b. public / private wastewater treatment utilities?

No.

8. Will the proposed action impair the character or quality of important historic, archaeological, architectural or aesthetic resources?

This is the one we are waiting on from SHPO so if we get a negative response that is negative from then we can answer that is no. We will have to wait on that one.

9. Will the proposed action result in an adverse change to natural resources (e.g., wetlands, waterbodies, groundwater, air quality, flora and fauna)?

No.

10. Will the proposed action result in an increase in the potential for erosion, flooding or drainage problems?

Would anything in building up your ground level at that point affect that?

Dan Fuller: I do not believe so.

Chairman Burgie: I would agree. No.

Dan Fuller: There is a fairly good sized ditch right along Route 64 where the water would collect in there then flow to the north.

Chairman Burgie:

11. Will the proposed action create a hazard to environmental resources or human health?

No.

For every question in Part 2 that was answered “moderate to large impact may occur”, or if there is a need to explain why a particular element of the proposed action may or will not result in a significant adverse environmental impact, please complete Part 3. I do not think we have anything that needs to be addressed there. If the SHPO comes back and says negative then we will be checking the second box. Check this

box if you have determined, based on the information and analysis above, and any supporting documentation that the proposed action will not result in any significant adverse environmental impacts. So we have not identified any yet. We do need the input from SHPO before we complete the form.

John Holtz: The sign that is up there now. That is not the original sign, is it? Was there one before that?

Dan Fuller: I think there was one before that. I do not know when that sign was put up. I think it was in the early 1970s. It was probably ten years or more before we purchased the area. I do not think it was the original one. I think it was probably done maybe early to mid-1970s in that frame.

John Holtz: I did not know if it might had historical. Then I ask that you preserve it somewhere.

Dan Fuller: This sign is almost 50 years old. I do not know if that makes it historical or not.

John Holtz: I could see it mounted in one of your buildings the old sign. Just an opinion and curious.

Diane Graham: A museum for Bristol Mountain.

Chairman Burgie: As far as the SEQR status we are at a standstill until we get the SHPO. If they come back with a negative impact then it will be completed SEQR no impact. I am going to recommend that we make a finding that it is a negative impact subject to receiving the SHPO so that we can document that at that point. We open it up to a public hearing. Anybody from the general public who would like to make any statement, comment, anything of that nature or ask questions is welcome to do that now. Do we have anyone?

Diane Graham: We have one person on Zoom. I do not know if he wishes to speak. Joe Vasile, do you want to speak?

Joe Vasile: No. I live across the street and I do not have any objections.

Diane Graham: Thank you.

Chairman Burgie: No other public then I will close the public hearing. Relate any public or municipal officer's documentation as appropriate to this case. We have the one that I just related from Bill Grove.

Diane Graham: I have another written comment.

Chairman Burgie: Go ahead please.

Diane Graham: It was emailed to me.

To the Town of South Bristol Zoning Board of Appeals:

Dear Board Members,

I am writing to let the Town know that Sarkis Family Fund has no objection to the sign area variance requested by Troser Management for Bristol Mountain. Please place this note in the Town records regarding this matter.

Sincerely yours,

*Wade Sarkis, Manager
Sarkis Family Fund
5722 State Route 64
Canandaigua, NY 14424*

Chairman Burgie: Thank you. We do have one other major one. That is the Ontario County Planning Board. They have made comments and a recommendation. Before we get into the depth of that do we have any others?

Diane Graham: Do you want to review Marty Gordon's comments for the record?

Chairman Burgie: Yes. Thank you. I am not going to read everything. I am going to give some of the highlights.

Diane Graham: Dan Fuller was given a copy for review.

Chairman Burgie: We will attach this as a Board member's input to us who could not be here tonight because of a family emergency.

Diane Graham: Do you want me to attach it as an appendix?

Chairman Burgie: Yes. We are going to read a couple of the things into the dialog, but then attach the rest of it.

Diane Graham: Okay.

Chairman Burgie: Mr. Gordon is a professional engineer with expertise in highway safety. So his comments in reading through this are he does not believe that the County as we get into the County's comments here. The County has not really taken into account the fact that this is a 55 mph speed limit. They ignore that fact and that it is a winding road coming into that. There is a big bend before that. None of that was taken into account in their comments. *"The conspicuity of signs depends on not only the size, shape, and contrast of the letter, but also the nature of the sign surroundings including highway details, speed limit, rural or urban, straight/curve level sloped."* As we address their comments, from an engineering standpoint he is taking exception to some of their boiler plate comments here. County failed to consider the massive size of the ski area. Really the ski area is the only thing in that area right there. From his comments here the large size of the ski facility might justify a larger sign. That is only there is the ski area and the parking lot for the ski area. They really have not taken that into account either. *"I do not believe it would negatively affect the character of the neighborhood. In addition, I think that the existing sign is... I am going to paraphrase not very attractive. "It looks like it is from the 1970's." which it is. Installing a more modern sign would in fact improve the character of the neighborhood."* In my humble opinion. *"Troser Management claims the larger sign is needed to better alert driver's about the location of the ski area. The sign might help inform drivers. A commercial signs main purpose is not to improve highway safety. It should be noted that there is an existing brown state highway recreational area sign for the Bristol Mountain. The sign is located a quarter mile north of the ski area on NY 64 directly across from Timber Frame Shop. The sign is brown because its main purpose is to label a*

recreation area.” This is where my comments came in from a standpoint of give people a better heads up that it is coming you might want to address this with the state and see if you can get something from the north and south. Particularly from the north so that you have a better heads up. It would be a safer situation. He goes on in the next paragraph just basically saying the same thing. He has been on numerous highway safety investigations using his expertise to do this. This is where his insight has led him. Now this is where it gets a little bit more difficult. The Ontario County Planning Board there are certain things that are required. We send applications to them so they can use their insight. Their knowledge from a countywide standpoint. If they recommend denial, we are bound by the state to have a supermajority in the vote here to override them. We need to address every one of their concerns. It makes our job a little bit more difficult. They have, in fact, recommended a denial. These are their comments:

The County Planning Board has long taken an interest in supporting local efforts to limit excessive signage. The Board has identified State Route 64 as a primary travel corridor for tourists visiting Ontario County. The intent is to protect the character of development along these corridors by encouraging local Boards to adhere to their adopted laws as much as possible.

- A. All applications for signs located on property adjoining primary travel corridors that do not comply with local limits on size and/or number.*

Final Classification: Class 2

Findings:

- 1. Proposed sign is on land within 500 feet of corridor identified by the Board as being a primary travel corridor for tourists visiting Ontario County.*
- 2. Protection of the community character along these corridors is an issue of countywide importance.*
- 3. Local legislators have standards for signage that allows for business identification sufficient to safely direct customers onto the specified site.*

Notice they mentioned safely.

- 4. It is the position of this Board that the proposed signage is excessive.*
- 5. Excessive signage has a negative impact on community character.*

Final recommendation: Denial

Comments:

- 1. The referring Board should grant the minimum variance necessary to allow identification of a business and its products.*

Obviously, that is our intent here and we will address that.

- 2. What are the letter heights on the proposed sign? As outlined on this sign company website three inch letters have high visibility of 30 feet and are readable at 100 feet.*

One hundred feet from the turn in on an icy road seem like much of a heads-up.

Based on the information provided it is estimated letter heights are eight to ten inches, which are readable up to 350-450 feet. The sign company characterizes as having high impact at 80-100 feet.

These are approximately eight to ten inches their assumption?

Steve Fuller: Yes. Approximately.

Chairman Burgie: Okay. Signed Linda Phillips for Thomas Harvey, Director of Ontario County Planning Department. That is their input. They are recommending that it doesn't need to be as large as you are making it because it may be excessive and you do not need to have that large of a sign to be able to identify it safely. Our conversation has been there are other ways to actually to improve the safety that should be sought after. You have identified that this sign is approximately the same size as what exists there right now. In looking at what you have right now it is not painted. My opinion is it is not too large of a sign. Painting would certainly help be able to see it, but it is not too large of a sign from my opinion. Comments anybody?

Barbara Howard: I have one relative to the size. The fact that the one that is up there is I think Tom's words were not very pretty or unattractive not in Martin's words. Nevertheless, that is almost a hazard. If they really want to talk about how safe you want to make that stretch. The sign that you cannot read is more dangerous, even if it was a little bit bigger, but you could read it is less dangerous than one that you cannot read. Whether you are twenty feet further back or twenty feet further up if you cannot read it and you are straining to read or spending a lot of time looking at it that is more dangerous instead of saying "oh my" that is a big sign. Sorry that does not make any sense to me.

Chairman Burgie: I would agree. We are going to get into an open discussion period here in just a moment. Is there any other public or municipal officer documentation?

Diane Graham: I do not believe so. No. Just double checking. I believe I have read and pointed everything.

Chairman Burgie: Okay. Then I open it up for Zoning Board of Appeals discussion and debate.

Carol Dulski: Is the new sign going to have lights like the old one?

Dan Fuller: Yes. I believe we are looking at down lighting Steve, is that right?

Steve Fuller: Yes.

Dan Fuller: Timber Frame is the one that drafted this drawing for us. Was it going to be up lighting or down lighting? Do you remember?

Steve Fuller: I do not remember to be honest with you.

Dan Fuller: It will be lit though?

Steve Fuller: Yes.

Chairman Burgie: It will not be flashing, intermittent, rotating or moving lights that you are talking about?

Dan Fuller: No.

Chairman Burgie: Steady light, okay.

Carol Dulski: You are talking about tourists coming. Obviously, we are skiers. The cars from Ohio and everywhere else if they are first time here I think they need a sign. Everybody saying you do not need signs anymore. I totally disagree.

John Holtz: Everybody was not saying it. It was just me. When you tack on the chair lift sign is that a violation?

Phil Sommer: No. As long it is under the size.

John Holtz: They are considered two individual signs?

Phil Sommer: Correct.

John Holtz: I do not think it is a radical departure from the existing situation.

Barbara Howard: I do not either. I think it improves things. If they are going to fill that in and level it off and do what looks like a stone base. Seems to me that is actually improving it if the sign square part is within the area.

Jonathan Gage: I have to agree that from being someone who has either managed or worked at numerous commercial businesses I would always get people even in the last few years that have called and say my GPS is leading me in the opposite direction. In one case, a winery down on Seneca Lake GPS led a Taylor truck down the vineyard when it should have gone on the road next to it. So a sign is a good addition to help people locate the business. I have found in my past experience.

Chairman Burgie: A new sign will certainly be a definite improvement to the character of the neighborhood and to the safety of that stretch of road over what you have right now. So I certainly support your effort to move it back in compliance with the code and to make it much more readable. Is there any other discussion you would like to have here or are we ready to document our findings on this and see where that leads us?

Carol Dulski: I think we are ready.

John Holtz: I think we are ready.

Jonathan Gage: I think we have answered any of the County's questions to their satisfaction.

Chairman Burgie: I think our discussion has certainly addressed every one of their concerns. To document our discussion we produce certain findings which is our documentary evidence that we have considered everything that is necessary to support the decision that the board is going to make pro or con.

The first finding is going to deal with SEQR State Environmental Quality Review Act. As we addressed earlier there is one piece missing, but subject to that coming in which I expect would be a negative impact.

Finding #1

Thomas Burgie moved that under the SEQR review there is minimal to no environmental impact. John Holtz seconded the motion.

All in favor.

Ayes: 5, T. Burgie, C. Dulski, J. Gage, J. Holtz, B. Howard

Nays: 0

Motion carried.

Finding #2

Thomas Burgie moved that an undesirable change will not be produced in the character of the neighborhood or a detriment to nearby properties will be created by granting the area variance. Jonathan Gage seconded the motion.

All in favor.

Ayes: 5, T. Burgie, C. Dulski, J. Gage, J. Holtz, B. Howard

Nays: 0

Motion carried.

Finding #3

Thomas Burgie moved that the benefit sought by the applicant cannot be achieved by some method, feasible for the applicant to pursue, other than an area variance. Carol Dulski seconded the motion.

All in favor.

Ayes: 5, T. Burgie, C. Dulski, J. Gage, J. Holtz, B. Howard

Nays: 0

Motion carried.

Finding #4

Thomas Burgie moved that the requested area variance is not substantial. Barbara Howard seconded the motion.

All in favor.

Ayes: 5, T. Burgie, C. Dulski, J. Gage, J. Holtz, B. Howard

Nays: 0

Motion carried.

Finding #5

Thomas Burgie moved that the variance will not have an adverse effect or impact on the physical or environmental conditions in the neighborhood. John Holtz seconded the motion.

All in favor.

Ayes: 5, T. Burgie, C. Dulski, J. Gage, J. Holtz, B. Howard

Nays: 0

Motion carried.

Finding #6

Thomas Burgie moved that the alleged difficulty was not self-created. Carol Dulski seconded the motion.

All in favor.

Ayes: 5, T. Burgie, C. Dulski, J. Gage, J. Holtz, B. Howard

Nays: 0

Motion carried.

Chairman Burgie: Are there any other findings that you believe we should make in this case?

Barbara Howard: I do. I would like to move that we acknowledge the fact the character of the neighborhood will be improved versus adversely affected.

Chairman Burgie: So that would be finding #7.

John Holtz: Why?

Barbara Howard: Because I think having a new sign there improves that stretch of property considerably.

John Holtz: I think moving it back off the road helps also.

Barbara Howard: Absolutely.

Jonathan Gage: I agree John.

Diane Graham: Are we staying with your wording?

Barbara Howard: I think we could combine don't you?

Diane Graham: The sign improves the neighborhood instead of adversely affect.

Barbara Howard: Improves the safety. Now it meets the setback, right?

Diane Graham: It does not improve the safety, does it?

Barbara Howard: Isn't that why the state has the right of way and clearances for safety?

Diane Graham: The right of way. Yes.

Barbara Howard: So you are now out of the right of way. So now they are safer than when they were in the right of way.

Chairman Burgie: That is true?

Diane Graham: So say and improves...

Barbara Howard: The overall safety by removing the sign from the right of way or something like that.

Diane Graham: It needs to be clear and concise so it is in the minutes.

Jonathan Gage: Does that get your point across John too?

John Holtz: Yes.

Jonathan Gage: Okay.

Diane Graham: By removing the old sign...

Barbara Howard: From the right of way of the highway.

Diane Graham: Is that what you wanted in there John?

John Holtz: Sounds good.

Diane Graham: Sign improves the neighborhood instead of adversely affecting and improves the overall safety by removing the old sign from the right of way. Do we have a second?

Finding #7

Barbara Howard moved that the sign improves the neighborhood instead of adversely affecting and improves the overall safety by removing the old sign from the right of way. Carol Dulski seconded the motion.

All in favor.

Ayes: 5, T. Burgie, C. Dulski, J. Gage, J. Holtz, B. Howard

Nays: 0

Motion carried.

Chairman Burgie: Any conditions that a board member believes we should make?

Carol Dulski: Do we have to say anything about that architectural review or did we already do that?

Town of South Bristol Zoning Board of Appeals Meeting Minutes 10.27.2021 Approved

Chairman Burgie: I cannot sign the completed SEQR until we actually receive that. So I do not think we need to make it as a condition. If the SEQR fails, then we start over.

Diane Graham: Do you want to do one about the height?

Chairman Burgie: The permit will not be issued if the design is more than 20 feet in height. Is that a true statement?

Phil Sommer: It is a true statement based on what you said before. They are limited to 20 feet once the grade is brought up.

Chairman Burgie: They have to abide by the code other than what we have varied. Do you feel we need to make that a condition?

Carol Dulski: No.

John Holtz: This might help the County Planning a little bit that we say this will be the only sign on the road frontage labeling Bristol Mountain. I think they are worried about tourists and too many signs in the disputable valley and everything. I do not know if you are planning on other signs?

Dan Fuller: The other sign that is currently there is the Northstar Village entrance sign.

John Holtz: Do you think that would help or anything?

Chairman Burgie: They have not given an application for any other sign. Any sign has to receive a permit, right? If you feel that is necessary, we can do that, but they have to apply for a permit. If you make that a condition that you cannot have any other sign, then they can apply for a permit. Do we want to do that?

John Holtz: If the County says they want us to reject this and it seems to me we are trending towards not rejecting it. I do not know how the County would be if we are overriding them. We understand where you are going with it we are making this slight variation, but we want to strongly preserve the tourist corridor in its semi-pristine state.

Chairman Burgie: Does that cause a problem for you if we put a condition that this is the only sign identifying the Bristol Mountain Ski area?

Steve Fuller: I certainly do not think in that area. I do not want to get in a situation because we do have previous approvals for that we have not gone through with. Say for example another development if we do another entrance road, we want to be able to have additional signage for those additional entrance roads. The entrance road that we have I would not perceive doing it.

John Holtz: If we consider this an advertising sign, consider no more advertising or labeling however you want to call this sign.

Dan Fuller: Sometimes we do put up a banner for a special event.

John Holtz: That is not fixed though.

Dan Fuller: No.

Chairman Burgie: There is exception to the requirement for a permit for the signs. That is A. 5. *Signs directing and guiding traffic and parking on private property, but bearing no advertising matter is an exception.* They do not fall under any of this discussion. So if you had a banner identifying the direction or something of that nature.

Dan Fuller: Like for instance we have U.S. Nationals this winter we might put a banner out there for something like that.

Chairman Burgie: That would be temporary and that would not fall under this, would it? No. A temporary banner would not fall under these limitations or any signs directing and guiding traffic.

Barbara Howard: Is there a better way. I understand exactly what you are trying to do. It makes sense to do it. I get worried about limiting something that you cannot see 20 years down the road or 15 or sometimes five years down the road. Is there a way to do what he is doing in terms of talking about how we agree with and maybe it goes into rewording our motion. We agree with him on terms of the number of signs. This is a replacement of a sign that it is a better sign. In other words be more specific in the part that I said that it makes it look better. Be more specific in there that we agree with the kinds of the things that the County is pointing out, but we feel this is an improvement. I am just throwing it out there.

John Holtz: That is kind of what I did by putting this idea out there.

Chairman Burgie: How would you want to word it?

Phil Sommer: Keep in mind this is a Planned Development we are talking about. They have already been approved for a hotel down the road if they choose to do it so I do not want to see them get handicapped not being able to advertise any more signs when these take place if they do in the future. I would like to caution the Board on that to remember that it is a PD. They do have other things that have been approved.

John Holtz:

Phil Sommer: It could all be part of it. That is the whole PD encompasses that whole area. It could be a hotel, it could be more townhouses. It could be whatever they had.

John Holtz: That is a good point.

Phil Sommer: I understand what the County is saying, but I do not agree with them. If you go down other main corridors there is advertisement signs all over the place. I am not sure they even come down through here yet. That the County had actually looked at it. There is not that many signs within this area. They have to remember this is a Neighborhood Commercial which should have businesses on there and signage advertising those businesses.

Barbara Howard: Good point.

Phil Sommer: Thanks for the opportunity.

Chairman Burgie: D. in our code addressed number of permitted signs for more than one principal activity is being conducted. *Notwithstanding the standard governing the number of signs permitted to be erected or maintained on any lot set forth herein. The following standards shall guide in the review of all private signs associated with the project such as in the case of a shopping center, plaza or mall or other multiple use facilities.*

The ski area and hotel would be, in my opinion, two different principal activities. Same owner, but two principal activities and would allow a new sign at that point for another activity. We are really only talking about the one permanent sign for this ski area. That is what you are applying for. That is what they are talking about. I do not think we are getting into the okay 20 years from now, ten years from now we build a hotel and they want to put up another sign.

John Holtz: Again, I was just throwing this out seeing if there was any value. I am not against telling the County that we do not agree with them. Maybe they do not want a sign here's the new gravel pile, pond sign entrance one, entrance two all the way as you go down St Rt 64. I can see why they do not want that.

Chairman Burgie: Cannot imagine you would want that?

John Holtz: No. Maybe that is what they are afraid. Trying to keep it as pretty as we can keep it.

Chairman Burgie: I think they are trying to do that personally. I do not see the need to limit.

John Holtz: That is fine. I just brought it up for discussion.

Chairman Burgie: Any other discussion? Then I would like to petition a Board member to offer a motion to approve or deny the applicant's request.

Jonathan Gage moved to approve applicants request for a 13 square foot sign variance. Barbara Howard seconded the motion.

Roll Call Super Majority Vote:

Thomas Burgie – Aye
Carol Dulski – Aye
Jonathan Gage – Aye
John Holtz – Aye
Barbara Howard – Aye

Motion carried.

Chairman Burgie: You have your variance subject to receiving SHPO letter that there is no environmental impact. As soon as we get that in, then I can fill out the SEQR form and sign the variance. Sorry that it was so painful. This is just a different request that you have to go through and dotting all the i's and crossing all the t's. Making sure that nobody can come back and say we did not look at everything. I think it will look much nicer than what you have there now. I am not trying to insult you. I am glad you are doing it.

Other

Diane Graham shared that Phil Sommer's is retiring and this is his last meeting. Chairman Burgie thanked Phil for all his efforts.

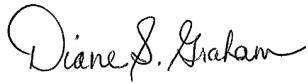
John Holtz made a suggestion to Dan Fuller to donate the old sign to the historical society.

Board member training and NYS Compliance Discrimination and Harassment Prevention reminder before the end of the year.

Motion to Adjourn

Being no further business, Thomas Burgie moved to adjourn the meeting. Jonathan Gage seconded the motion. The motion was unanimously adopted and the meeting was adjourned at 8:26 pm.

Respectfully submitted,

A handwritten signature in cursive script that reads "Diane S. Graham".

Diane Scholtz Graham
Board Assistant

Appendix comments

Ontario County Planning Board

Len Wildman, Chair
David Wink, Vice Chair

ADMINISTRATIVE REVIEW REFERRAL			
The application described herein has been reviewed using an administrative review process established by the Ontario County Board of Supervisors (Resolution 540-2006). The subsequent official recommendation is derived from policies established by the Ontario County Planning Board. Recommendations for referrals not subject to administrative review can be found in the draft minutes from the respective CPB full board meeting.			
Referral No: 213 - 2021	Referring Municipality & Agency: Town of South Bristol - Zoning Board of Appeals	Date Received: 10/14/2021	CPB Meeting Date: 11/10/2021
Type of Application: Area Variance		Administrative Review: Class: AR 2	
2. Applicant: Troser Management Inc			
3. Property Owner (if different from the applicant): same			
4. Tax Map #: 167.00-1-51.111	Project Description: Area variance for 45 SF new sign at Bristol Mountain, 5662 SR 64 when the Town of South Bristol allows 32 SF.		
Referral Recommendation: Denial			

Policy AR-7: Signs

The County Planning Board has long taken an interest in supporting local efforts to limit excessive signage. The Board has identified SR 64 as a primary travel corridor for tourists visiting Ontario County. The intent is to protect the character of development along these corridors by encouraging local boards to adhere to their adopted laws as much as possible.

A. All applications for signs located on property adjoining primary travel corridors that do not comply with local limits on size and/or number.

Final classification: Class 2

Findings:

1. The proposed sign is on land within 500' of a corridor identified by the Board as being a primary travel corridor for tourists visiting Ontario County.
2. Protection of the community character along these corridors is an issue of countywide importance.
3. Local legislators have standards for signage that allows for business identification sufficient to safely direct customers onto the specified site.
4. It is the position of this Board that the proposed signage is excessive.
5. Excessive signage has a negative impact on community character.

Final Recommendation – Denial

Comments

1. The referring board should grant the minimum variance necessary to allow identification of the business and its products.
2. What are the letter heights on the proposed sign? As outlined on this sign company website, 3" letters have high visibility at 30' and are readable at 100'. Based on the information provided it is estimated letter heights are 8" to 10" which are readable at 350' to 450' and the sign company characterizes as having high impact at 80' to 100'. <https://www.signazon.com/help-center/sign-letter-height-visibility-chart.aspx>.

Linda Phillips

October 26, 2021

Thomas Harvey, Director
Ontario County Planning Department

Date

Administrative Review

The Ontario County Planning Department prepares administrative reviews of referrals as authorized, in accordance with the CPB bylaws. The bylaws include criteria that identify applications that are to be reviewed administratively and specify the applicable recommendations that are to be made to the municipality. AR-1 is an administrative review that is a Class 1 and AR2 is a review as a Class 2 and require local board action if disapproved. The following table summarizes the administrative review policies specified in the bylaws.

Administrative Review Policies:– Ontario County Planning Board By-Laws Appendix D	
AR-1	Any submitted application clearly exempted from CPB review requirements by intermunicipal agreement
AR-2	Applications that are withdrawn by the referring agency
AR-3	Permit renewals with no proposed changes
AR-4	Use of existing facilities for a permitted use with no expansion of the building or paved area (Applications that include specially permitted uses or the addition of drive through service will require full Board review)
AR-5 A. Class 2 Denial	Applications involving one single-family residential site infringing on County owned property, easement or right-of-way.
AR-5 B.	Applications involving one single-family residential site adjoining a lake that requires an area variance
AR-5 C.	All other applications involving a site plan for one single-family residence.
AR-6	Single-family residential subdivisions under five lots.
AR-7 A. Class 2 Denial	Variances for signs along major designated travel corridors.
AR-7 B.	Applications involving conforming signs along major travel corridors.
AR-8	Co-location of telecommunications equipment and accessory structures on existing tower and sites (Applications for new towers or increasing the height of an existing tower will require full Board review)


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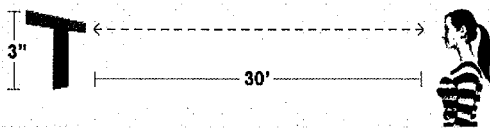
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Sign Letter Height Visibility Chart

How To Choose the Correct Letter Height

Using custom signs is a great way to attract and connect with new clients and customers. When designing window decals, banners, or car signs, make sure your target market can read what you want to tell them. The size of the letters and logos, as well as the colors you choose, are crucial in creating a visible, easy-to-read sign.

 **LETTER VISIBILITY CHART**



Letter Height (inches)	Distance for Best Impact (feet)	Max. Readable Distance (feet)
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

Rule-of-Thumb

Signazon.com's Letter Visibility Chart shows the maximum reading distance for your sign to make the best impact, as well as the overall readable distance. A good rule of thumb is every 1 inch of letter height provides 10 feet of readability with the best impact. For example, 3" tall letters make the best impact within 30'; however, they can still be seen and read from up to 100' away.

Sign Location

When designing your sign, consider how you will be using it, as well as how far away the readers you want to impact will be. For example, if you are placing a sales advertisement inside your retail store, your text only needs to be visible to the people in the store. 1-2" letters (or smaller) would work just fine. However, if you are hanging banners and want drivers on a nearby highway to be able to see them, design your letters at 3" or even larger.

Color Scheme

Another important factor is to use contrasting colors when designing your sign. Text color with a contrasting background significantly increases the impact and visibility of your sign by making your text stand out more. On the other hand, using a background color that is similar to the text color can make your message almost impossible to see at any distance. Some of the most-visible text colors include black, red, and white, each of which can be seen the best with a contrasting background color. Readable distance can vary 10% depending on various color combinations.

Font Type

The font type that you choose can also impact the visibility of your text. Very thin fonts and script fonts can potentially decrease visibility. When choosing fonts, you should select a bold style that is easy to read and sufficient spacing between letters (kerning). Test this by typing your message in a computer program using different font styles, colors, and sizes. Printing the document out and post it against a wall. Stand back and view the message at different distances to see how font choice comes into play when choosing the proper lettering for your sign.

When ordering [custom signs](#), there is a lot to consider. Your goal is to make the biggest impact on your intended audience. The size, colors, and styles you choose should all depend on what you want as your end result. Always consider how your sign will be viewed and who you are trying to reach. Trying to save a few dollars by purchasing a sign with smaller letters is not a wise decision. You may be wasting all your expense and efforts when the sign cannot be read by the customers or viewers you are trying to attract.

[Page Authored By Katherine Halek](#)



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Comments Regarding the Troser Management Application to Planning Board and ZBA

Because I will not be at the meeting Wednesday night I have put together some thoughts based on my experience as a Professional Engineer involved in highway safety.

- I do have expertise in highway safety and am regularly involved in highway safety issues. I'm sorry I was unable to attend the meeting to convey information directly.
- The county's denial makes little engineering sense to me.
- The county's claim under Comment #2 ignores the fact that there is a 55 mph speed limit on NY 64 at the location of the proposed sign. In addition, the county ignores the fact that the roadway is not straight approaching the entrance to Bristol Mtn. The conspicuity of signs depends on not only the size, shape and contrast of the letters, but also the nature of the sign's surroundings – including highway details – speed limit, rural/urban, straight/curved, level/sloped.
- The county failed to consider the massive size of the ski area in its comments relating to NY 64 being a major corridor into the county. The large size of the ski facility might justify a larger sign. I do not believe it would negatively affect the character of the neighborhood. In addition, I think that the existing sign is butt ugly and looks like is from the 1970s. Installing a more modern sign would in fact improve the character of the neighborhood – IMHO.
- Can a new sign be placed at the same approximate location of the existing sign? It is not clear to me why this is not an option.
- Troser Management claims that a larger sign is needed to better alert drivers about the location of the ski area. While their sign *may* help inform drivers, a commercial sign's main purpose is not to improve highway safety. It should be noted that there is an existing brown state highway recreational area sign for Bristol Mountain – see Figure 1. The sign is located about ¼ mile north of the ski area on NY 64 directly across from the Timberframe shop. The sign is brown because it's main purpose is to “label” a recreation area. A yellow warning sign would have a different purpose.
- A better solution for safely informing drivers about the location of the ski area would be to work with the NYSDOT to place a yellow warning sign in advance of the ski area – perhaps giving a distance ahead. The sign shown in Figure 1 leaves drivers with no information regarding how far ahead the turn-off is and is not a warning sign.

Respectfully,

Marty Gordon, PE, DFE



Figure 1 – Recreational Information Sign

admin@southbristolny.org

From: wsarkis@rochester.rr.com
Sent: Monday, October 25, 2021 10:26 AM
To: admin@southbristolny.org
Cc: Steve Fuller
Subject: Troser Management Sign Request

To the Town of South Bristol Zoning Board of Appeals:

Dear Board Members,

I am writing to let the Town know that Sarkis Family Fund has no objection to the sign area variance requested by Troser Management for Bristol Mountain. Please place this note in the Town records regarding this matter.

Sincerely yours,

Wade Sarkis, Manager
Sarkis Family Fund
5722 State Route 64
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