

**MINUTES  
CITY OF CANANDAIGUA  
PLANNING COMMISSION  
August 9, 2023**

PRESENT: Chairman Stanley Taylor Commissioner Lindsay Van Deusen  
Vice Chairman Anne Beyer Commissioner James Hitchcock  
Commissioner Bonnie Dorschel

ABSENT: Commissioner Guy Turchetti  
Commissioner Richard Manley

ALSO PRESENT: Richard E. Brown, Director of Development & Planning

**CALL TO ORDER**

Chairman Taylor called to order the Regular Meeting of the City Planning Commission at 7:03 P.M.

**APPROVAL OF MINUTES:**

Chairman Taylor asked if anyone had any additions or corrections to the July 12, 2023 Meeting Minutes. Commissioner Hitchcock moved to approve the minutes as submitted. Commissioner Beyer seconded the motion, which carried by unanimous voice vote (5-0).

**REVIEW OF APPLICATIONS**

**ITEM 01**      **Application #22-273A: 39 Coach Street, PEACEMAKER BREWING COMPANY, for Site Plan Review and Architectural Review to install a seasonal tent. (Amend conditions of approval from September 14, 2022)**

Bill Wright represented the applicant. The owner, Todd Reardon, received prior approval to install a seasonal tent on the existing patio from November through February. He is looking for an extension to include additional months, during inclement weather. The sides would be installed during the colder months only.

Commissioner Van Deusen asked if the applicant is proposing to use the same tent. Mr. Wright said yes.

Vice Chair Beyer asked if the tent is remaining up from November through February. Mr. Wright said yes, but Mr. Reardon is not planning to leave it up for the additional months. He is planning to install and uninstall the tent periodically, as needed during that time.

Commissioner Van Deusen asked if there have been any complaints regarding the tent. Mr. Brown said none.

Chairman Taylor asked if there were any additional comments or questions. Hearing none, he called for a motion.

Commissioner Van Deusen moved that the Planning Commission **Approve** the application as submitted and presented with the following condition:

1. The tent may be installed continuously from November through April, with sides; and periodically from May through October without sides.

Commissioner Hitchcock seconded the motion, which carried with a vote (5-0).

Commissioner Manley	Absent	
Commissioner Turchetti	Absent	
Commissioner Van Deusen	Voting	YES
Commissioner Hitchcock	Voting	YES
Commissioner Dorschel	Voting	YES
Vice Chairman Beyer	Voting	YES
Chairman Taylor	Voting	YES

**ITEM 02      Application #23-184: 284 Eastern Boulevard, T-MOBILE, for Architectural Review to display a commercial flag.**

Mark Zuber, store manager, presented the application via Zoom. The T-Mobile store sets back from the road and can be difficult to locate. He is seeking approval to display a commercial flag to increase visibility.

Commissioner Van Deusen asked if the flag will be taken down each night. Mr. Zuber said they would prefer to leave it out. It is weatherproof.

Commissioner Van Deusen inquired about support for the flag. Mr. Zuber described a base tube that holds sand or water, adding weight between 20 to 25 pounds. Metal brackets underneath the tube provide additional support.

Commissioner Van Deusen questioned landscaping or lawn maintenance around the flag. Mr. Zuber said it is easy to mow around.

Commissioner Van Deusen expressed concern over the ongoing condition of commercial flags. They need to be removed or replaced when tattered or worn.

Vice Chair Beyer added that leaning flags are unsightly. They should be maintained in an upright position.

Chairman Taylor asked if there were any additional comments or questions. Hearing none, he called for a motion.

Commissioner Dorschel moved that the Planning Commission Approve the application as submitted and presented with the following conditions:

1. The flag shall be maintained in good condition, as shall the surrounding grounds.
2. The flag shall be maintained in a vertical position.

Commissioner Hitchcock seconded the motion, which carried with a vote (5-0).

Commissioner Manley	Absent	
Commissioner Turchetti	Absent	
Commissioner Van Deusen	Voting	YES
Commissioner Hitchcock	Voting	YES
Commissioner Dorschel	Voting	YES
Vice Chairman Beyer	Voting	YES
Chairman Taylor	Voting	YES

**ITEM 03**      **Application #23-193: 201 Parrish Street, FLX MEDICAL, for Architectural Review to install a ground sign.**

The applicant was not present. The application will be placed on the agenda for the next meeting on September 13, 2023.

**ITEM 04**      **Application #23-205: 175 South Main Street, FULLSEND SKI & OUTDOOR, for Historic Alteration to install wall signs on the front and rear of the building.**

Zach Hallatt presented the application via Zoom. The business is moving next door into a much larger storefront. The proposal is for a wall sign, as well as some window decals. They would like to reuse their former sign by attaching it to the rear of the building where the “AUCTIONS” sign is currently.

Chairman Taylor asked for a description of the new wall sign. Mr. Hallatt said they are wrapping the previous tenant’s wall sign with vinyl graphics.

Chairman Taylor inquired about lighting. Mr. Hallatt said there is no back lighting proposed.

Chairman Taylor asked for details on the window graphics. Mr. Hallatt said the mountains will add character and relate well to their business. They are semi-transparent.

Commissioner Van Deusen is concerned about shadowing when the sign on the rear of the building is replaced. Mr. Hallatt said the signs are nearly the same size, so it should cover the area. He will touch up the paint, if needed.

Commissioner Van Deusen likes the window graphics. She asked if the hours will be added to the front door. Denise Chaapel, district manager for the Business Improvement District, spoke up. The hours and open sign will be displayed inside, not on the door.

Ms. Chaapel noted that one or more of the circle signs exceed the maximum window coverage permitted. Mr. Hallatt said he will change them to an open lettering style and remove the one for the grand opening.

Chairman Taylor asked if there were any additional comments or questions. Hearing none, he called for a motion.

Commissioner Van Deusen moved that the Planning Commission Approve the application as submitted and presented with the following conditions:

1. All window signs will be adhered to the inside of the glass.
2. The circular window signs will be open lettering, not a solid decal.
3. The “mountain graphic” will be in very thin lines of less than ¼ inch.
4. The area around the sign on the rear of the building shall be repaired and painted to match the existing building color.

Vice Chair Beyer seconded the motion, which carried with a vote (5-0).

Commissioner Manley	Absent	
Commissioner Turchetti	Absent	
Commissioner Van Deusen	Voting	YES
Commissioner Hitchcock	Voting	YES
Commissioner Dorschel	Voting	YES
Vice Chairman Beyer	Voting	YES
Chairman Taylor	Voting	YES

**ITEM 05      Application #23-206: 150 Eastern Boulevard, ABBOTT’S FROZEN CUSTARD, for Architectural Review to display a commercial flag.**

Kaitlyn Sennett presented the application via Zoom. The proposed flag is not brand specific; it simply reads “OPEN”. The intent is to draw customers in since it can be difficult to tell when they are open. It is to be removed every evening and during times when the wind exceeds 16 miles per hour. It is secured by a metal base and supports that are 18 inches deep. The business is seasonal so the flag will not be displayed from November through April.

Chairman Taylor asked if there were any comments or questions. Hearing none, he called for a motion.

Vice Chair Beyer moved that the Planning Commission Approve the application as submitted and presented with the following conditions:

1. The flag shall be maintained in good condition, as shall the surrounding grounds.
2. The flag shall be maintained in a vertical position

Commissioner Dorschel seconded the motion, which carried with a vote (5-0).

Commissioner Manley	Absent	
Commissioner Turchetti	Absent	
Commissioner Van Deusen	Voting	YES
Commissioner Hitchcock	Voting	YES
Commissioner Dorschel	Voting	YES
Vice Chairman Beyer	Voting	YES
Chairman Taylor	Voting	YES

**ITEM 06      Application #23-207: 169 Lakeshore Drive, TWISTED RAIL BREWERY, for Architectural Review to display a commercial flag.**

Rich Russ presented the application. The flag is 10 feet tall and is supported by 18-inch metal stakes. It can easily be removed during periods of high winds. It will be positioned next to the existing ground sign.

Vice Chair Beyer noted that the minimum setback is 12 feet.

Chairman Taylor asked if there were any additional comments or questions. Hearing none, he called for a motion.

Commissioner Hitchcock moved that the Planning Commission Approve the application as submitted and presented with the following conditions:

1. The flag shall be set back 12 feet from the property line.
2. The flag shall be maintained in good condition, as shall the surrounding grounds.
3. The flag shall be maintained in a vertical position.

Commissioner Van Deusen seconded the motion, which carried with a vote (5-0).

Commissioner Manley	Absent	
Commissioner Turchetti	Absent	
Commissioner Van Deusen	Voting	YES
Commissioner Hitchcock	Voting	YES
Commissioner Dorschel	Voting	YES
Vice Chairman Beyer	Voting	YES
Chairman Taylor	Voting	YES

**ITEM 07      Application #23-208: 107 Eastern Boulevard (Parkway Plaza), PROJECT LEAN NATION, for Architectural Review to display a commercial flag.**

Samantha Price presented the application via Zoom. The wall sign she had installed for her business is smaller than expected so she would like to display a commercial flag closer to the road to provide better visibility for her business. It is secured by a 2-foot stake. She will remove the flag during high winds.

Chairman Taylor asked if there were any comments or questions. Hearing none, he called for a motion.

Vice Chair Beyer moved that the Planning Commission Approve the application as submitted and presented with the following conditions:

1. The flag shall be maintained in good condition, as shall the surrounding grounds.
2. The flag shall be maintained in a vertical position.

Commissioner Hitchcock seconded the motion, which carried with a vote (5-0).

Commissioner Manley	Absent	
Commissioner Turchetti	Absent	
Commissioner Van Deusen	Voting	YES
Commissioner Hitchcock	Voting	YES
Commissioner Dorschel	Voting	YES
Vice Chairman Beyer	Voting	YES
Chairman Taylor	Voting	YES

**MISCELLANEOUS**

**ITEM 01      Updates from the previous City Council meeting regarding Ordinance 23-005: Amending the Regulations Related to Short Term Rentals**

Chairman Taylor mentioned the recent City Council meeting in which a public hearing was held regarding the proposed amendment to the short-term rental regulations.

Mr. Brown said there were a few who came forward to speak at the Public Hearing. Questions were raised and the proposal will return to the Ordinance Committee for further discussion at their next meeting on Tuesday, August 15, 2023.

**ITEM 02 Referral from the City Council – Planned Unit Development: “North Road Townhomes”**

The commission reviewed the preliminary plans for the proposed new development and suggested several recommendations to be forwarded to City Council.

Some of the topics discussed were the design of the units, density, street layouts and balancing the goals of the city’s Comprehensive Plan in regard to affordable middle-class housing.

Mr. Brown will circulate a memo summarizing the board’s recommendations before sending it on to the City Council

**ADJOURNMENT**

Commissioner Dorschel moved to adjourn the meeting at 8:57. Commissioner Hitchcock seconded the motion, which carried with a unanimous voice vote (5-0).

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Richard Brown  
Director of Development & Planning

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Stanley Taylor  
Planning Commission Chairman