

**ZONING BOARD OF APPEALS  
TOWN AND VILLAGE OF ARCADE  
17 Church Street, Arcade, New York 14009  
Village Office      (585) 492-1111  
Town Office        (585) 492-4685**

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At a meeting of the Zoning Board of Appeals of the Town and Village of Arcade held on Monday, August 18, 2008 at 7:00 P.M. in the Village Boardroom, 17 Church Street, Arcade, New York:

**MEMBERS PRESENT:** Jeff Snyder, Gordon Cramer, Lee Ameis, Doug Eigenbrod

**MEMBERS ABSENT:** Paul Sanders

**OTHERS PRESENT:** Ron Krasner and Paul King, representing Koike Aronson

The Chairman called the meeting to order at 7:00 P.M. followed by introductions of Board members and Secretary. The Zoning Enforcement Officer was not present due to a conflict with the Town Board meeting.

**APPROVAL OF MINUTES:**

**MOTION** by Doug Eigenbrod, seconded by Gordon Cramer and unanimously carried, to accept the minutes of the meeting of July 21, 2008.

**PUBLIC HEARING ON AREA VARIANCE APPLICATION, PERMIT NO. 1951-AV, SUBMITTED BY KOIKE ARONSON, REQUESTING TWO SIGNS PRESENTLY INSTALLED ON THE OUTSIDE OF BUILDINGS LOCATED AT 635 WEST MAIN STREET, EXCEEDING MAXIMUM SIGN SIZE ALLOWED AND MAXIMUM AGGREGATE OF 100 SQ. FT. PER LOT:**

The Chairman explained the variance procedure and that the Board has 61 days to render a decision. He then read the application and the recommendation and comments from the Wyoming County Planning Board (see Attachment A).

The Chairman **Opened the Public Hearing.**

The only people in attendance were Mr. Krasner and Mr. King, representatives of Koike Aronson.

The Board stated that the sign above the door is acceptable as it announces the location of the main office and is necessary for the public. At issue is the larger sign.

Mr. Krasner explained the original intent of the large sign and what the company wanted to accomplish:

1. Koike Aronson started as a small local business and has grown to a multi-million dollar world class, international company investing a great deal of money.
2. In the past, the company presented their equipment at various shows around the country. They now have an extensive and expensive visitors program, bringing potential customers to the plant, giving tours, demonstrations and generally informing the customers that Koike Aronson does everything from start to finish and does not outsource any part of the machine building.
3. The large sign indicates that Koike Aronson has received ISO9001 certification which is very difficult to receive and very few of their competitors have this certification.
4. The sign was erected for the Open House that was held after completion of the two recent expansions to the plant. The intent was to show our visitors that Koike Aronson is a world call company. It is all about impressions. The sign was so well received that it was decided to leave it in place.
5. The sign actually was downsized by 30% from the original concept.
6. Visitors arriving from the Buffalo Niagara International Airport then drive through the countryside wondering where they are headed and thinking themselves lost. The sign indicates they have arrived and we are an international company.
7. The sign was manufactured by a local Arcade Company (Agen's). It has a 15-20 year life expectancy.
8. Koike Aronson can not foresee establishing greater visibility in any other place.

The Board read the recommendation and comments from the Planning Board (see Attachment B), which in part stated:

1. "This is one of the more important businesses in the community and it is appropriate for it to be visible. It is not out of character with the neighborhood setting.
2. Considering the size and setback of the building and signs, the Planning Board is inclined to recommend approval of the variance. The building and signs are set back and not at ground level at the property line.
3. The signs on the building break up the monotony of the very large, plain structure."

The Zoning Board stated:

1. The sign is a necessity for a building of this size. If the applicant had come before the Board before erecting the sign, it would not have been self-created.
2. Realizing the Village is in the process of updating the Village Sign Ordinance, it is recommended that it be taken into consideration that there should be some latitude for signs for businesses/buildings that are oversized.

The Chairman asked if there were any additional comments. There were none.

**MOTION** by Lee Ameis, seconded by Gordon Cramer and unanimously carried, to close the Public Hearing.

There was no further discussion by the Board.

**MOTION** by Lee Ameis, seconded by Doug Eigenbrod and unanimously carried to approve Area Variance Application, Permit No. 1951-AV, submitted by Koike Aronson, requesting two signs presently installed on the outside of buildings located at 635 West Main Street, exceeding maximum sign size allowed and maximum aggregate of 100 sq. feet per lot, as the signs are in keeping with the size of the building and international business, it advertises their ISO9001 certification and establishes a good impression for out of town visitors.

Board Members' Reasons:

Jeff Snyder – Voted yes. This is a large business with international implications and needs to be visible. The signage is not over done considering the size of the buildings.

Doug Eigenbrod – Voted yes. The Village realizes that the sign ordinance needs to be changed and the Village Board is in the process at the present time. More latitude is needed in the sign ordinance. This international business needs to advertise and the signage is appropriated for the size of the buildings.

Lee Ameis – Voted yes. The size of the signs is within acceptable limits based on the proportions of the buildings. It presents a favorable image to the world customer base.

Gordon Cramer – Voted yes. Considering the size of the buildings and the international clientele, the signs are appropriate.

**ADJOURNMENT:**

There being no further business brought before the Board, the meeting adjourned at 7:25 P.M. upon **motion** by Doug Eigenbrod, seconded by Lee Ameis and unanimously carried. The next

regular meeting of the Zoning Board of Appeals of the Town and Village of Arcade is scheduled for Monday, September 15, 2008 at 7:00 P.M. in the Village Boardroom, 17 Church Street, Arcade, New York.

Respectfully submitted,

Holly L. Almeter

Secretary