

**VILLAGE OF KENMORE  
PLANNING BOARD  
July 28, 2015**

PRESENT: Thomas Fleming  
Frederick Frank  
Bruce Shearer

Kathleen P. Johnson, Clerk/Treasurer  
Michael Berns, Building Inspector

ABSENT: Marsha Brogan  
Michael Foster  
Noreen Flynn  
Lori White

**2943 DELAWARE AVENUE – PGM JEWELERS SIGN**

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Phillip and Brenda Michalowski were present and stated that they would like to use the existing frame sign from Metro Realty that has white Lexan backing with vinyl graphics. They would apply new vinyl lettering. They added that the sign will be unlit.

Frederick Frank stated that the Village would like to get away from the signs with white backgrounds. Mr. Frank added that he would like to see the colors reversed - a blue background with white lettering.

Mr. Michalowski stated that the awning is white so it blends in with the building. He added that he does not want to make any drastic changes.

Mr. Frank stated that white tends to discolor over time.

Mr. Michalowski replied that if that if that happens they would replace the sign. He added that a jewelry business needs to make a good appearance. The sign would need to look its best. They would replace it if it discolored. He stated that they are not presenting a sign that has an “odd” color, like a pink or orange sign. They’re just using a color scheme that blends in with what’s there. There is nothing obnoxious or ostentatious, with the sign they are presenting. They just want the sign to blend in with the awning.

Bruce Shearer felt that it was a good presentation and, while he agrees with Mr. Frank's comments overall, he feels the sign should be approved as presented.

Mr. Frank stated that he was concerned with peeling off the old vinyl and what residue would be left behind. He added that any approval must note that the sign cannot be backlit.

Mr. Michalowski stated that if there is residue left behind, it will be cleaned up. However, until the old letters are removed, they won't know.

Mr. Fleming asked if they would consider a border.

Mr. Michalowski stated that the casing has a black frame that will be the border, but that he would be willing to do so to soften the white.

Bruce Shearer motioned to approve as presented with a blue border added to the sign itself and that the Building Inspector is to review the sign after Metro Realty lettering is removed to see if additional cleaning is needed. If Mr. Berns feels it is clean enough, then the sign is approved for new vinyl lettering only. If, however, it is not clean enough, as determined by the Building Inspector, then the sign will be replaced in full (including background) with a full vinyl sign. In addition, approval is conditioned on the sign being an unlit sign.

Seconded by Thomas Fleming and adopted by a full vote of all members present.

Frederick Frank thanked Mr. Michalowski for working with the Planning Board.

The meeting was adjourned and the next meeting will be August 25, 2015.

Kathleen P. Johnson  
Clerk/Treasurer