

APPROVED

**LAKE GEORGE VILLAGE
26 OLD POST ROAD
DECEMBER 19, 2012
PLANNING BOARD MINUTES**

Board members present: Robert Mastrantoni - Chairperson, Patricia Dow, Chuck Luke, Dan Wolfield

Board members absent:

Others present: Carol Sullivan (Secretary)

REGULAR MEETING

No public attendance.

Robert opened the meeting at 7 PM.

The Planning Board reviewed the sign Law this evening with a goal of creating sign guidelines which if followed by an applicant would allow for a quick approval. A sign application must be completed and the Planning board will review the sign however, the process should be smoother and easier.

The Board agreed they would like to try out a smoother process with guidelines and a checklist but still include board review and approval. They also agreed that if a smoother process results they may be in favor of making some changes which would allow the Zoning Office to grant approval. They all felt however, that they should see the results of this idea before changing the current approval process.

Dan mentioned he thought the idea is to promote an Adirondack image through the signs that are displayed in the Village; to promote a particular character of the Village through the signs.

Robert mentioned that some of the signs, not all, seem to have bright colors and brighter colors because people want their sign to be an attention grabber.

The Board reviewed pictures of some of the older signs and some of the more recent signs they have approved. It appears that the newer signs have a lot of color however, chuck pointed out that some of the signs and the colors used are conducive to the type of business - Mexican signs have a lot of color but are not offensive – Italian signs tend to use the Italian flag colors. Some of the signs appear to be very dated. Carol pointed out that some of the business owners want to keep the “retro” signs as they are now an identifier of that particular business. She also mentioned that many businesses are only in the Village for one season and it’s difficult to ask people who don’t know if their business is going to prosper to put a lot of money into developing a sign.

The Board discussed the inconsistencies between Village signs and Town signs. The town adheres to the Adirondack Park sign guidelines however, people visiting the area or new business owners don’t know of or understand the difference between the Village and the Town.

Dan presented three different ideas that he was able to take from other areas. One is a sign color sample on a very simple grid. He suggested adding this type of reference to the Village’s Sign Application. Another state uses a checklist which appears to be a good idea. Another state uses a much larger document which contains some information that appears we could use and Dan provided that document along with areas highlighted and his notes.

Patricia presented a table she found that provides a quick overview of sign requirements and sizes. A table can be one sheet and provide a quick overview of what is required.

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The Board agreed that eventually it would be helpful to have information regarding signs posted on the Village website.

The Board discussed the advantages and disadvantages of having a booklet that can be handed out with the application. The obvious drawback is the length of the booklet and whether or not people will actually read it. Everyone agreed it was worth trying and seeing if there is any success in keeping sign creation to something within the guidelines.

The Board discussed establishing color guidelines. Patricia mentioned she found one guideline that limited the number of different colors a sign can have. She also found another guideline that limited colors for particular sections of the sign – backgrounds are earth tones and lettering is a lighter shade. Carol mentioned that colors used can be suggested but not limiting because currently our Code does not state specific colors or color grids and therefore, specific colors cannot be required but can be suggested.

Chuck mentioned that Lake George Village is a resort area and sometimes the businesses we have are unique and that uniqueness is sometimes displayed through the sign. The Village is a resort and it's not a quiet small town in New England; sometimes the signs reflect that and the Board should keep that in mind.

Carol agreed to try to put some of the information that was gathered and presented tonight into a form for the Board's review. She also agreed to make some changes to the Application for the Board's review.

The Board suggested providing some of the local sign businesses with copies of the guidelines when they are completed.

Purse Party sign follow up – The Board previously mentioned the issue of the sign extending beyond the top of the doorway. Carol mentioned she has not followed up on this issue because the sign has been removed. It may be that it has been removed for the Winter or that it has been removed until the Spring.

MOTION: Patricia made a motion to accept the October 2012 minutes as presented.

2ND MOTION: Chuck Luke

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| Robert Mastrantoni | Patricia Dow | Chuck Luke | Dan Wolfeld |
| Aye | Aye | Aye | Absent |

Aye = 4 Nay = 0. Motion carried

MOTION: Chuck Luke made a motion to adjourn at 8:15 PM.

2ND MOTION: Patricia Dow

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| Robert Mastrantoni | Patricia Dow | Chuck Luke | Dan Wolfeld |
| Aye | Aye | Aye | Absent |

Aye = 4 Nay = 0. Motion carried

Respectfully submitted,

Carol Sullivan

December 27, 2012