



**TOWN OF HENRIETTA
APPLICATION TO THE ZONING BOARD OF APPEALS
FOR AN AREA VARIANCE**

Appeal No ZBA-2024-021

Date 3-26-2024

I (we) Laura Baraanes of Premier Sign Systems
Name of Applicant / Business Business (Number & Street)

10 Excel Drive, Roch., NY 14621 hereby appeal to the Zoning Board of Appeals from the decision
Town, State, Zip

of the Building Inspector, whereby the Building Inspector did deny grant a permit relating to the below property.

<u>4250 W. Henrietta Rd.,</u> <small>No. & Street</small>	<u>Rochester</u> <small>City</small>	<u>NY</u> <small>State</small>	<u>14623</u> <small>Zip Code</small>
<u>175.07-1-40.2</u> <small>Tax Map No.</small>	<u>B-1 / I</u> <small>Zoning District</small>		

PROVISION(S) OF THE ZONING ORDINANCE APPEALED, (Indicate the article, section and paragraph of the Zoning Ordinance being appealed) 224 TABLE 2
Number Only (Do not quote the ordinance)

Description of Proposal: Replace existing sign number 1 with a new sign very similar to what is existing but additional logo has been added as per sheet 201.
310 SQ' BEING SOUGHT 250 SQ' ALLOWED

Applicant should answer all statements regarding this application on page 2. Incomplete applications shall not be acted upon.

Received by: CCM Agent / Application: Laura Baranes Agent
 Reviewed by: CEM (h/w) Address: Premier Sign Systems 10 Excel Dr., Roch., NY 14621
 Date of Meeting: 5-1-2024

Phone #: [REDACTED]
 Email: [REDACTED]

Signature: Laura Baranes
NOTE: If signature is other than owner, written authorization from owner must accompany application

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING
PLEASE PRINT ALL INFORMATION



TOWN OF HENRIETTA
APPLICATION TO THE ZONING BOARD OF APPEALS
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Date _____

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_____ <small>Tax Map No.</small>		_____ <small>Zoning District</small>	

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**Statement of Applicant and Owner with Respect to Reimbursement
of Professional and Consulting Fees**

In conjunction with an application made to the Town of Henrietta, the undersigned states, represents and warrants the following:


- 1) I/We am/are the applicant and owner with respect to an application to the Town of Henrietta.
- 2) I/We have been advised of, are aware of and agree to comply with the obligation to reimburse the Town of Henrietta for any and all professional and consulting fees incurred by the Town in conjunction with this and any other applications by me/us, including but not limited to engineering and/or legal fees, all as more fully set forth in the Henrietta Town Code.
- 3) I/We have been provided with, or have otherwise reviewed the Henrietta Town Code provisions related to the obligation to reimburse the Town with respect to professional and consulting fees, and agree to comply with the same.
- 4) I/We understand that this obligation shall not be dependent upon the approval or success of the application.
- 5) I/We further agree that in the event the Town of Henrietta is required to refer for collection an outstanding debt for such professional and/or consulting fees due to the Town of Henrietta, I/we shall be obligated to pay the reasonable attorney's fees incurred as a result of the Town's efforts to collect such fees. Reasonable attorney's fees shall also include any and all disbursements that may result from the commencement of litigation.
- 6) Each party to the application, including the applicant and the owner, shall be jointly and severally liable for all consulting and professional fees and expenses incurred in conjunction with the application.

Applicant: Premier Sign Systems

By: Laura Baranes

Title: Account Executive

Dated: 3-11-2024

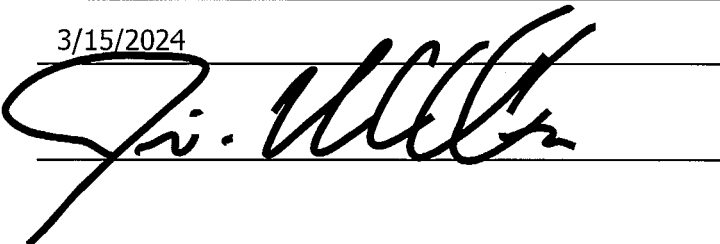
Signed: 

Owner: Jim Mulka

By: 2635 Millersport Highway Getzville, NY 14068

Title: Owner

Dated: 3/15/2024

Signed: 

- 1) Whether an undesirable change will be produced in the character of the neighborhood or a detriment to nearby properties will be created by the granting of the area variance.

I don't believe an undesirable change will occur from the replacement of the old sign to the new. The needed change is almost the exact same sign as existing except the addition of the new logo needed to represent their brand.

- 2) Whether the benefit sought by the applicant can be achieved by some method, feasible for the applicant to pursue other than an area variance.

The sign needs to represent the brand so that is why the new logo is important.

- 3) Whether the requested area variance is substantial.

It is not substantial. Replacement sign is just a little bit bigger than the existing sign.

- 4) Whether the proposed variance will have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.

I don't believe it will have any effect or impact on environmental conditions in the neighborhood

- 5) Whether the alleged difficulty was self-created, which consideration shall be relevant to the decision of the board of appeals, but shall not necessarily preclude the granting of the area variance.

This is not self created. The brand needs to have the proper logos to represent them.

LETTER OF AUTHORIZATION

TO WHOM IT MAY CONCERN:

This letter authorizes BLAIR IMAGE ELEMENTS, and/or its agents or subcontractors to secure such permits as may be required by the county of _____, state of _____ and/or related governmental entities for the installation of, and to install, the sign described and or attached hereto and incorporated herein by this reference, at the following location:

ADDRESS:	4250 W. Henrietta Rd Rochester, NY 14623
----------	--

Owner has not contracted for the design, production, or installation of the sign, which shall be the sole responsibility and expense of BLAIR IMAGE ELEMENTS. Owner's authorization shall not create any warranty, responsibility, or liability on the part of Owners for the sign's completeness, design, sufficiency, or compliance with applicable laws, building codes, or rules and regulations of governmental agencies or authorities having jurisdiction over the above-referenced property now or hereafter in effect. This Letter of Authorization shall not consent or approval under, and shall not be construed as a waiver of any of the consent or approval requirements of conditions set forth in, any lease or any document encumbering the above-referenced property, and Owner hereby expressly reserves all rights and remedies pursuant to the same.

OWNER / LANDLORD / and/or PROPERTY MANAGER

NAME:	Jim Mulka
ADDRESS:	4250 W. Henrietta Rd Rochester, NY 14623
PHONE:	[REDACTED]
EMAIL:	[REDACTED]

Owner / Landlord / Authorized Agent

Print Name: Jim Mulka

Date: 3/20/2024

Signature: [Handwritten Signature]

Date: 3/20/2024

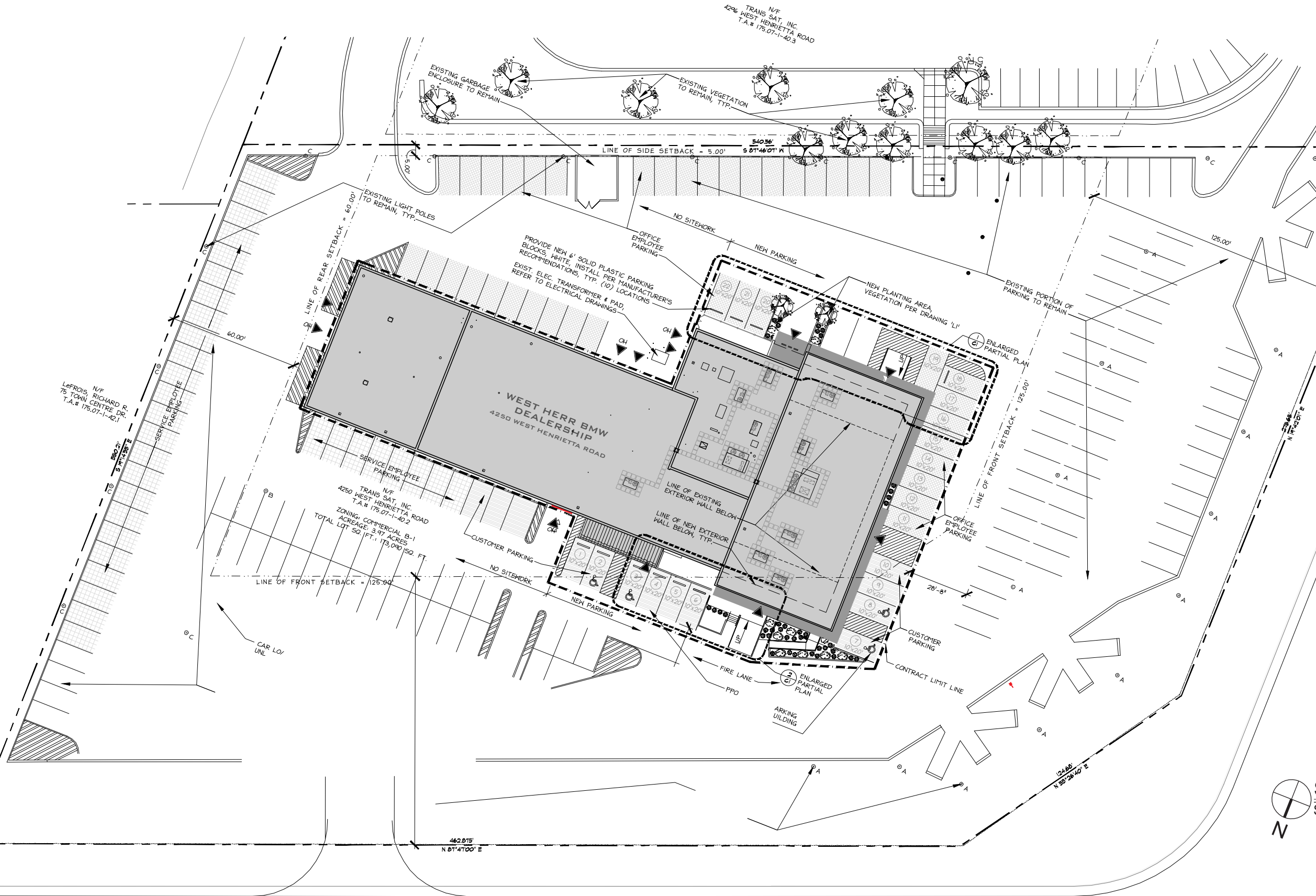
NOTARY SEAL & SIGNATURE

Signature: _____

Date: _____

BLAIR SCOPE OF WORK

WALL SIGNS			
Sign #	Sign Type	Sheet	SqFt
1	CNM3	301	10.78
A) New M-Logo added to existing CNM3 Sign Fabricated and installed. New Section of Bearing Structure and Cantilever arm required for addition to Sign. (BIE) B) New Sign to be installed with power connected. (BIE) C) Dealer to verify Existing power to sign is adequate for new additions.			
WALL SIGNS TOTAL			10.78
Project SqFt Total			10.78



Site Plan
Scale: 1"=60'-0" @ 11x17

CALKINS ROAD (COUNTY ROUTE 3)

	CLIENT: BMW of Rochester LOCATION: 4250 W. Henrietta Road, Rochester, NY 14623 BLAIR PROJECT #: 110011 BLAIR SALES ORDER #: Unassigned DATE: 06.15.23	SHEET CALLOUT 101	A Added Photo Elevation for CNM Sign & Updated Survey Info 01.22.24 SD B Added SqFt Calculations for existing Signage 02.02.24 SD	CUSTOMER APPROVAL Print Name _____ Title _____ Signature _____ Date _____	<input type="checkbox"/> Approved <input type="checkbox"/> Approved as Noted <input type="checkbox"/> Not Approved Resubmit with Changes	These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements.	Blair Image Elements 5107 Kissell Avenue Altoona, PA 16601 P: (814) 949.8287 blairimage.com		
	DATE: 06.15.23	DRAWN BY: SD	REV DESCRIPTION DATE BY						

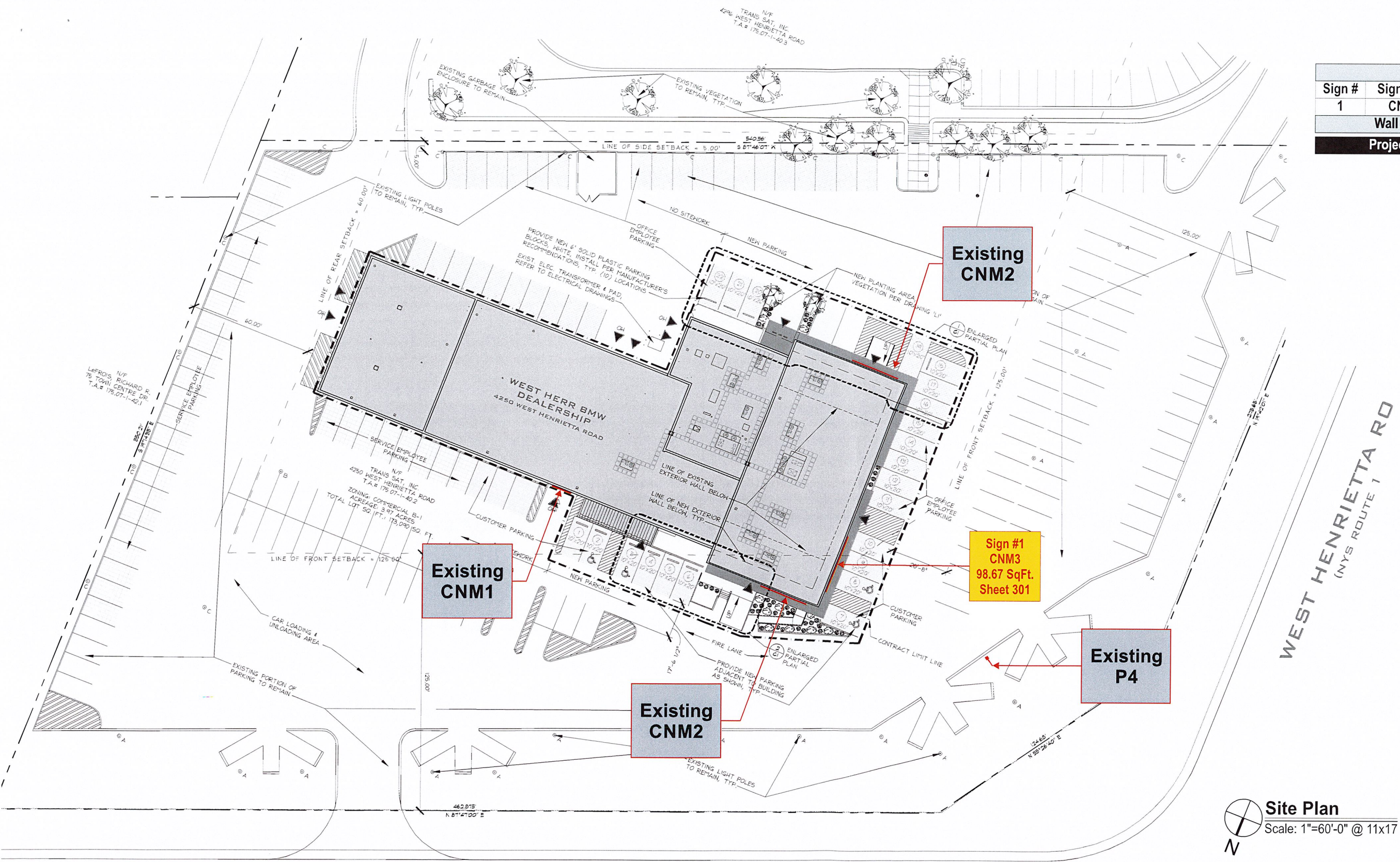


BMW of Rochester
4250 W. Henrietta Road, Rochester, NY 14623
Exterior Package

Blair Image Elements
5107 Kissell Avenue
Altoona, PA 16601
P: (814) 949.8287
blairimage.com

blair
IMAGE ELEMENTS™

Wall Signs			
Sign #	Sign Type	Sheet	SqFt
1	CNM3	301	98.67
Wall Signs Total			98.67
Project SqFt Total			98.67



Site Plan
Scale: 1"=60'-0" @ 11x17

CALKINS ROAD
(COUNTY ROUTE 3)



CLIENT: BMW of Rochester
 LOCATION: 4250 W. Henrietta Road, Rochester, NY 14623
 BLAIR PROJECT #: Unassigned
 BLAIR SALES ORDER #: Unassigned
 DATE: 06.15.23

SHEET CALLOUT
101
 PAGE NUMBER: 2
 DRAWN BY: SD

REV	DESCRIPTION	DATE	BY

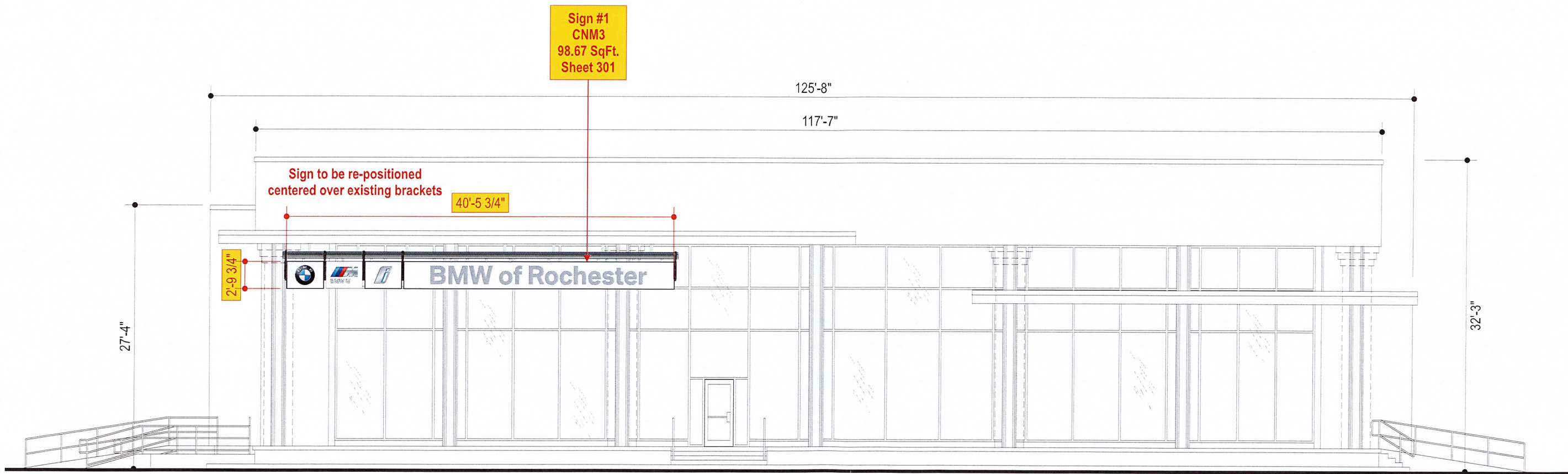
CUSTOMER APPROVAL
 Print Name _____ Title _____
 Signature _____ Date _____

- Approved
- Approved as Noted
- Not Approved Resubmit with Changes

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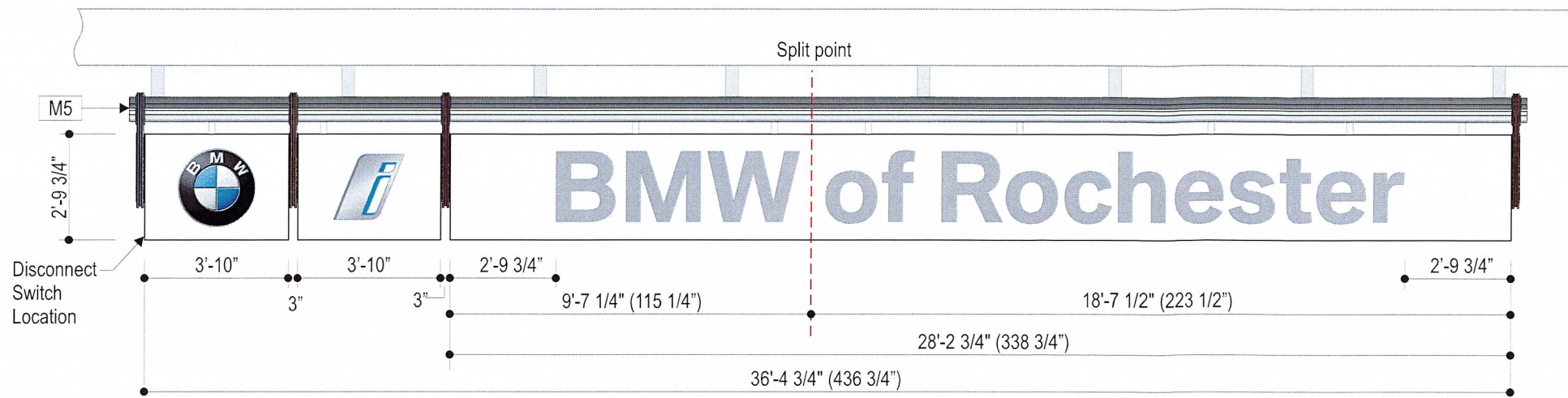




West Elevation

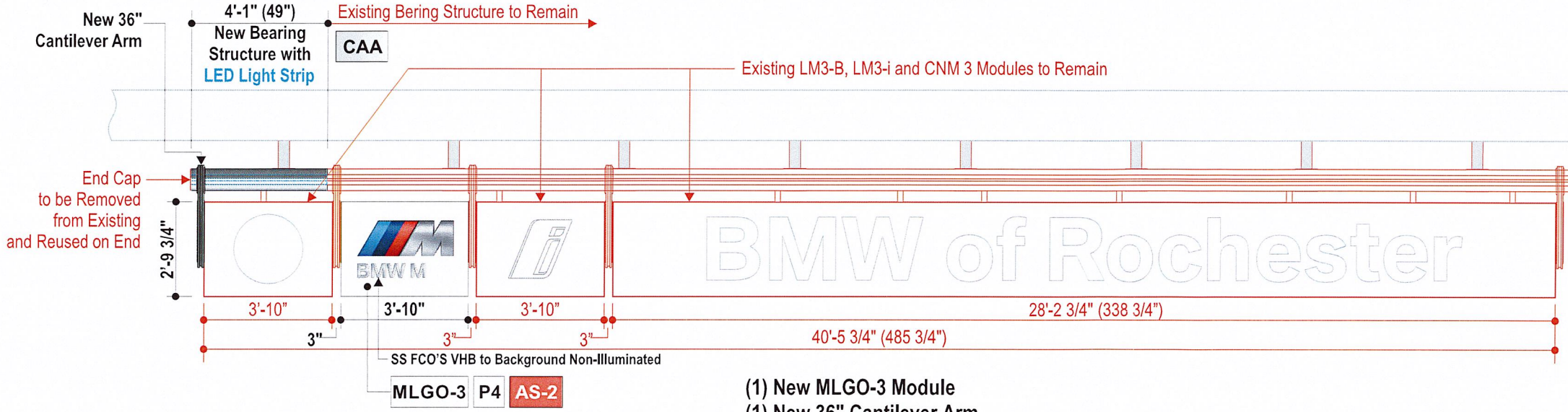
Scale: 3/32" = 1'-0" @ 11x17

	CLIENT: BMW of Rochester	SHEET CALLOUT	CUSTOMER APPROVAL _____ Print Name Title _____ Signature Date		These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements.	Blair Image Elements 5107 Kissell Avenue Altoona, PA 16601 P: (814) 949.8287 blairimage.com	
	LOCATION: 4250 W. Henrietta Road, Rochester, NY 14623	201					
	BLAIR PROJECT #: Unassigned	PAGE NUMBER: 3					
	BLAIR SALES ORDER #: Unassigned	DRAWN BY: SD					
DATE: 06.15.23	REV	DESCRIPTION	DATE	BY			



Existing CNM3 Elevation

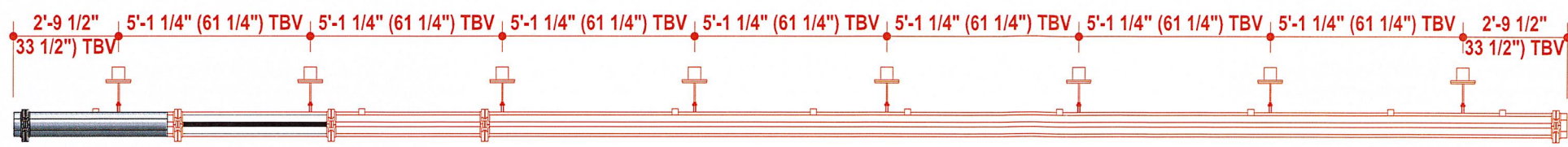
Scale: 1/4" = 1'-0" @ 11x17



Proposed CNM3 Elevation

Scale: 1/4" = 1'-0" @ 11x17

- (1) New MLGO-3 Module
- (1) New 36" Cantilever Arm
- 49" of New Bearing Structure to be Added to Existing.
- Internal 5" x 5" x 1/4" Wall Aluminum Tube to be Used as a Connection.



Plan View

Scale: 1/4" = 1'-0" @ 11x17

**Sign to re-positioned centered on existing brackets.
Survey of existing bracket locations required
to verify clearance for relocation of existing cantilever support.**

CNM3 REFACE & RETROFIT

Sign #1			
29 3/4" x 485 3/4" = 98.67 SqFt			
Approx Weight: 2150 lbs			
Finish Specifications			
<table style="width: 100%; border: none;"> <tr> <td style="border: 1px solid black; padding: 2px;">P4 White (Gloss)</td> <td style="border: 1px solid black; padding: 2px;">P6 F1 Charcoal</td> <td style="border: 1px solid black; padding: 2px;">CAA Clear Anodized Aluminum</td> </tr> </table>	P4 White (Gloss)	P6 F1 Charcoal	CAA Clear Anodized Aluminum
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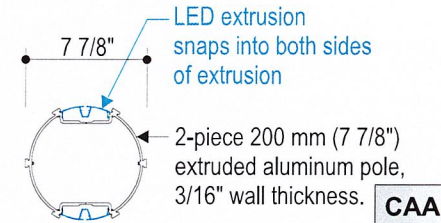
Assembly Specifications
(All Assemblies are Illuminated)

AS-2
Thermoformed BMW M Logo with Second Surface Graphics

Electrical

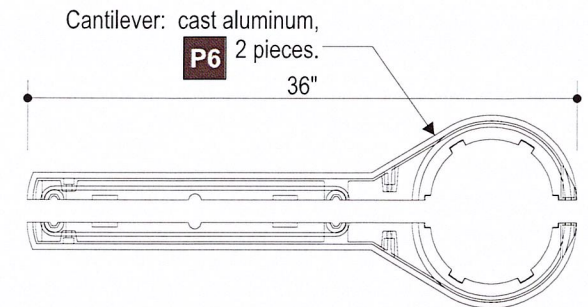
6500 White LEDs
Max. Amps Req'd: 1.2 (T.B.V.)
Voltage Req'd: 120V-277V

PRIMARY CIRCUIT AND FINAL CONNECTION BY OTHERS



Bearing Structure Detail

Scale: 1"=1'-0" @ 11"x17"



Cantilever Arm Detail

Scale: 1"=1'-0" @ 11"x17"



CLIENT: BMW of Rochester
LOCATION: 4250 W. Henrietta Road, Rochester, NY 14623
BLAIR PROJECT #: Unassigned
BLAIR SALES ORDER #: Unassigned
DATE: 06.15.23

SHEET CALLOUT 301
PAGE NUMBER: 4
DRAWN BY: SD

REV	DESCRIPTION	DATE	BY

CUSTOMER APPROVAL	
Print Name _____	Title _____
Signature _____	Date _____

Approved
 Approved as Noted
 Not Approved Resubmit with Changes

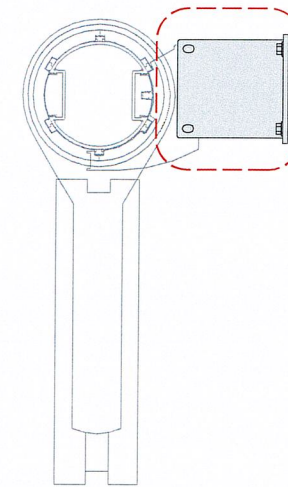
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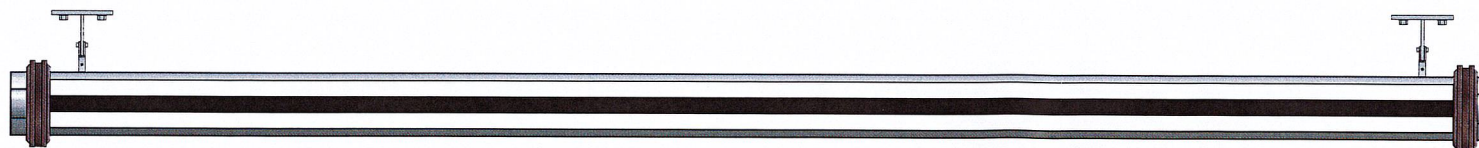
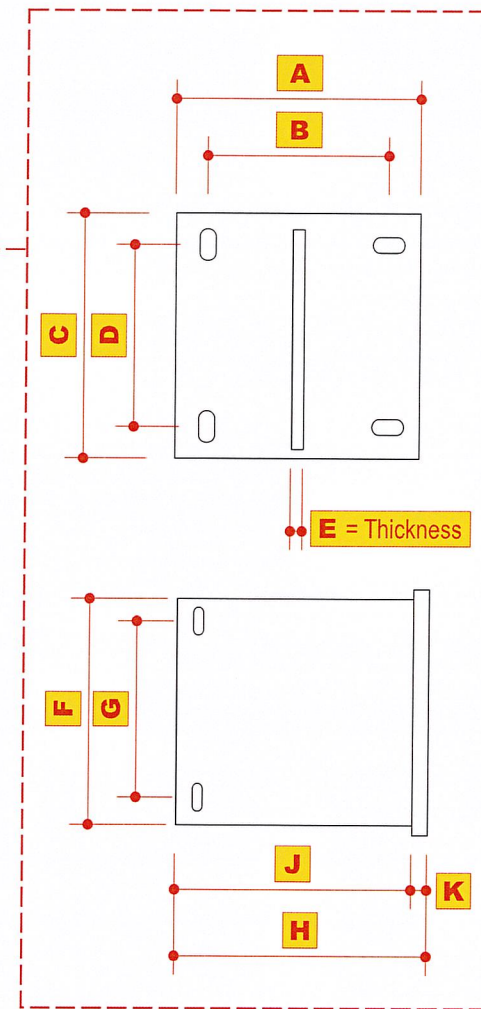


WALL BRACKET SURVEY	
A	WALL PLATE WIDTH
B	HORIZONTAL CENTER TO CENTER
C	WALL PLATE HEIGHT
D	VERTICAL CENTER TO CENTER
E	BLADE THICKNESS
F	BLADE HEIGHT
G	BLADE CENTER TO CENTER
H	OVERALL BLADE WIDTH
J	BLADE WIDTH
K	WALL PLATE THICKNESS

FASTENER NOTES (SIZE AND TYPE)	



End View (Wall Bracket)
Not to Scale



Bottom View: Bracket Locations
Not to Scale

TOP VIEW SURVEY DIRECTIONS:
 SKETCH THE LOCATION OF ALL WALL BRACKETS ONTO LAYOUT ABOVE.
 PROVIDE DIMENSIONS FROM LEFT END OF TORSION TUBE TO CENTER
 OF 1st WALL BRACKET THEN FROM CENTER TO CENTER OF WALL
 BRACKETS AND FROM CENTER OF LAST WALL BRACKET TO
 RIGHT END OF TORSION TUBE

	CLIENT:	SHEET CALLOUT WALL BRACKET LOCATIONS	PHOTOS REQUIRED FOR BRACKETS AND WALL CONDITIONS	Blair Image Elements 5107 Kissell Avenue Altoona, PA 16601 P: (814) 949.8287 blairimage.com	
	LOCATION:				
	BLAIR PROJECT #				
	BLAIR SALES ORDER #				
DATE:					