

**Special Meeting
Town of Watertown Planning Board
April 11, 2011**

Members Present: Tom Boxberger, Co-Chair
Jim Smith, Co-Chair
Pam Desormo
Terry MacAdam
Randy Vaas

Mr. Boxberger called the special meeting of the Town of Watertown Planning Board to order at 5:07 p.m.

Salmon Run Mall – NYS Route 3 – Preliminary Review for the Replacement of 2 Signs.

Mary Dudo, General Manager, Salmon Run Mall, presented preliminary plans to replace 2 existing signs for Salmon Run Mall, NYS Route 3. Ms. Dudo stated that she is just starting this process and would like feedback from the board.

The first proposed design is for the replacement of the Route 3 mall entrance sign. The plan calls for a LED reverse-lit channel letter sign installed on the face of the new retaining wall in front of Olive Garden. Discussion followed.

The board sees no problems with the proposed signage in front of Olive Garden. An application may be submitted at the May 2, 2011 meeting.

The second proposed design is for the original Regal Theater mall entrance monument sign also located on Route 3. The new sign would be installed on the existing foundation with a height of 28' and houses up to six illuminated mall tenant name/logo panels. Discussion followed.

The board would like the sign to be 20' in height as allowed under the new sign requirements. They would like the bottom of the sign to read "Welcome to the Town of Watertown". Ms. Dudo will bring back new rendered drawings of the second sign design at the May 2, 2011 meeting.

COR Development, LLC – Proposed Site Plan & Signage for Ulta Beauty – Towne Center – NYS Route 3.

Catherine Johnson, Legal Counsel for COR Development, LLC, approached the board regarding a 3,800 square foot expansion to the south side of Building D that the Planning Board approved on April 5, 2010. Ms. Johnson stated that Ulta Beauty is interested in going forth with this project and presented a rendered drawing and proposed signage for this new business. Discussion followed.

The board asked that a complete drawing of the facade of Towne Center as well as a rendered drawing of an existing Ulta Beauty Store be submitted. Ms. Johnson stated that she would email an updated drawing to Mrs. Desormo for review. The board will consider the facade and signage options for Ulta Beauty at a special meeting scheduled for Friday, April 15, 2011 at 9:00 a.m.

Advantage Auto – 18730 US Route 11 – Sign Review.

Mrs. Desormo, on behalf of Donna Yang, NASCO Awning & Sign Co., presented updated plans for a freestanding double-sided non-lit sign for Advantage Auto, 18730 US Route 11. The plans included a decorative base but failed to provide placement of the proposed signage showing all town and NYS DOT setback requirements. Ms. Yang will provide this information to Mrs. Desormo.

Motion 34-11: Motion by Mr. Boxberger, seconded by Mr. Smith to authorize the Zoning Officer to issue a sign permit for Advantage Auto, 18730 US Route 11 for a freestanding sign conditional upon installation of a 3' x 7' timber planter at the base of the sign with a minimum of 3' in height and also conditional upon the assurance that the required setbacks are met from the right-of-way.

Ayes All: Motion Carried.

Mr. Boxberger reminded everyone that a Land Use Workshop will be held on April 20th at JCC.

The public portion of the meeting ended at 5:55 p.m.

Susan Burdick
Secretary