

Historic and/or Architectural Advisory Board  
City of Cortland  
November 8, 2010

A regular meeting of the Historic District Commission was held on November 8, 2010 at 8:00 a.m. in the Mayor's Conference Room at City Hall.

Present: Chair Kline, Comm. Delaney, Dineen, Schaffer, Kane and Wineburg

Staff Present: Zoning Officer Bruce Weber, Capt. William Knickerbocker and Cheryl Massmann, Deputy City Clerk

Item No. 5 - Minutes - October 18, 2010

Motion to approve the minutes of October 18, 2010.

Motion: Comm. Schaffer  
Seconded: Comm. Wineburg

Motion passed.

Item No. 1 - 37 Main St. - (Goodrum)(CB) - Signage

Rachael Goodrum was present. She would like to put two (2) decal window signs for Rum & Couture to advertise her new store. The work will be done by Bernard's. One sign will be on the outside window facing Main Street and will be one hundred fifteen (115) inches wide. The black (HP700-190-0) vinyl letters will be in Times Roman Font and will be four point nine (4.9) inches tall. The graphics will be in gold (HP700-215-0). The total signage will be thirty (30) inches high.

The second sign will be on the interior window that faces the entry. That sign will be three feet five inches by one foot nine inches and the black letters will be 4.141 inches tall.

Comm. Schaffer noted that it was an elegant sign design and wondered if it would be enough signage for the new store.

Ms. Goodrum noted that she will have a mannequin display and that the store will be backlit.



are not bulb based units. The time and temperature display area is forty-eight (48) inches by twenty-six (26) inches.

Comm. Schaffer asked if the time and temp will move or blink. Mr. McCaffrey stated that it would blink. Chair Kline asked if any consideration had been give to install a beautiful clock rather than the modern, contemporary sign and display that is proposed.

Mr. McCaffrey stated that the retail folks at the bank have eliminated time/temp signs except in historic districts otherwise they would go without. There was a feeling here in Cortland that people wanted a time/temp sign.

Mary Robillard of First Niagara stated that since the time/temp sign came down, many customers and even some non-customers had come in and asked when the time/temp sign was going back up.

Comm. Kane noted that the original sign on the building was a two-story high narrow black metal sign with no date/time display. The sign that came down was added later. She felt the new logo was distasteful and she doesn't feel that the LED display is fitting on this building.

Comm. Schaffer noted that people get used to change after a time. She noted that the bank is a beautiful building and an architectural anchor to Main Street. The proposed sign will make a difference to the building. She felt the proposed signage is visually jarring.

Mr. McCaffrey noted that the new sign is forty-four and a half ( $44 \frac{1}{2}$ ) square feet. The former sign was bigger and was three sided and it was projecting. A projecting sign gets expensive when trucks keep hitting it.

Chair Kline felt the signage should respect the building and the proposed signage doesn't pick up the elements of the building and it doesn't have any detail. She noted that the old sign had dental work and crown molding. Perhaps a new projecting sign wouldn't have to project so far.

Mr. McCaffrey stated that the proposed sign was a silver aluminum background and just the letters light up. The time/temp color can be changed from red to amber if they felt that was less intrusive. Mr. McCaffrey noted that over three hundred fifty (350) branches of the bank used that blue and yellow logo. Comm. Kane noted that this bank is in the Historic District. She noted that the new sign is larger than the first proposal you made.

Comm. Dineen noted that he wouldn't mind if the logo was taken off and the display was amber. Mary Robillard stated that you would pull off their branding by taking off their logo. Comm. Schaffer felt that it was garish.

Mr. McCaffrey noted that if they eliminated the time/temp could they go with a smaller sign. Time/temp is four (4) feet wide. Comm. Schaffer noted that McDonald accommodated a historic district signage plan in New Paltz, New York. Goal is to make aesthetic judgments for Main Street and the historic district. People can accommodate and branding can fit into something that has a more architecturally suitable or has a more agreeable format.

Comm. Delaney wondered if it was an option to have no signage on that corner at all.

Mary Robillard stated that it was not an option. The business impact on not having anything up there other than a non-lit sign over her door was considerable. She wants a lit sign. There is not enough exposure and in fairness, every other bank has a lit sign on their building. She noted that the Historic Board is not asking the bank to modify their logo, they're saying to change the framework which you want it in and they wanted something more proportional.

Comm. Delaney suggested taking an antique looking frame and set in it your logo and your name, in proportion and forget the LED lights. Chair Kline suggested they consider using a clock. Mr. McCaffrey asked if they were suggesting a projecting sign or was the Board satisfied with wall signs. Comm. Schaffer asked how high they would need to place a projecting sign to avoid being hit. Comm. Delaney noted the bank is asking for direction. Chair Kline asked them to consider the building's style.

Mr. McCaffrey stated that he can build signs, design something and then go back to the bank. He doesn't want to drag this out for six (6) months. The bank has standards they have to meet and they have trademarks, which they aren't going to change. He asked why turn this in to a legal battle. He noted that the logo has a subtle curve to it. Chair Kline asked him to make a redesign. She noted that the logo could sit in a frame and it can be reduced.

Chair Kline asked him to go back to the table and consider some of the suggestions stated today and come back with a redesign. Mary Robillard stated that they can't change the logo. Comm. Delaney asked if they could use the smaller logo and use the signage that was approved earlier for the North Main Street side.

Bruce Weber stated that if they were to request a sign for each side of the building, they would need a variance. The projecting sign was considered one (1)



decals going from window frame to window frame. Comm. Dineen suggested that he also include "Free Delivery" and their phone number on the door decals and not on the windows. Comm. Wineburg liked that idea. There was further discussion regarding the window decal design.

A motion was made to approve the outside façade signage and window signs as presented with the stipulation that the phone number and "Free Delivery" be on both doors and not on the windows.

Motion: Comm. Wineburg  
Seconded: Comm. Schaffer

Motion passed

#### Adjournment

Motion: Comm. Wineburg  
Seconded: Comm. Schaffer

Motion passed

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Linda Kline, Chairperson