

TOWN OF BENTON  
PLANNING BOARD MEETING MINUTES  
JUNE 25, 2019

**PRESENT:** Tom Rood; Herb Cooley; Tom Goodall, and Steve Hullings.

Also Present: Reba Martin and Karen Ellis, Recording Secretary.

Rood began the meeting at 7:00 p.m.

**MINUTES APPROVAL:**

Goodall made a motion to approve the May 28, 2019 meeting minutes. Cooley seconded the motion. All in favor.

APPLICATION #50 SUP-19: Reba Martin of 2202 Austin Road, Geneva, NY. Special Use permit to add a 4'X8' sign on existing poles located at the north east corner of Bellona Station Road and Rt. 14A and place a portable sign on the north west corner of Ferguson Corners Road and Rt. 14A. AR1 District.

Rood stated that he has been to this location twice and he measured the sign, which is 9 ft. wide; underneath the Country Quest sign there is a 4 ft. section where that permanent sign would fit right in. They do have permission from the property owner of Country Quest to do this. He then noted that he is worried about oncoming traffic coming down from the north. Obviously, if they put this sign in there, it will block off all the north view, but if you drive up to where the white line is at the stop sign and you stop your car at the white line, there is a clear view of Route 14A's oncoming traffic. Hullings said he is okay with this as it would be the same as the original sign, and the visibility is good.

Martin said the big sign would probably only be up seasonally from about May until the end of September and then they would take it down for the rest of the time because they wouldn't be open. Rood asked how soon after this is approved would they be putting the sign up. Martin said the very next day. Rood said that the way this is written, she would have to wait 15 days after she gets the building permit approved. She has to have the sign installed 365 days after that point is reached within the first year. If they don't do it within the first year, the whole thing would be null and void and they would have to start all over again.

Hullings made a motion to accept this application as presented. Cooley seconded the motion. Poll was taken. Rood – yes; Goodall – yes; Hullings – yes; Cooley – yes.

Rood noted that the temporary sign is the one he has the most questions on. Martin noted she has been debating that as well and now she is thinking of just placing the step-in stake signs, like the real estate signs. The purposes of the temporary signs would be just to point people in the right directions. Martin said she talked with Tomion's and they don't care if she places the step-in stake sign, just so it is not on their lawn, so it will go on the north side of Ferguson's Corners Road. Martin said the step-in stake signs would be in place for the same amount of time as the big sign, May to end of September. Rood stated that the problem is that he doesn't know what the setbacks are for these step-in stake signs and our code enforcement officer is not here tonight. Hulling's questioned whether this is something that we even need to have approval on; realtors are putting them up all the time. Rood noted that for the temporary sign, we feel that it is outside of our jurisdiction and it should be up to our Code

Enforcement Officer on how he wants to handle this because it is temporary and not a permanent fixture. If that is not correct, she can come back. Cooley suggested that they just be careful as to where they place the signs and keep the public safety in mind.

**ADJOURNMENT:**

Goodall made a motion to adjourn the meeting at 7:20 p.m. Hullings seconded the motion. All in favor.

Respectfully submitted,

*Karen M. Ellis*

Karen Ellis  
Recording Secretary