

ZONING BOARD OF APPEALS AGENDA

Public Hearing Application # 11

Application # 21Z-0022
Kevin Farrell / Penfield Storage
1677 Penfield Road

See Pages to Follow

Letter of Intent

In Support of Request for Variance
Penfield Storage 1677 Penfield Road

This letter of intent is in support of my request for a variance to add a building mounted sign to our new office/entryway and to increase the area of my pole mounted sign from the allowed 20sq feet to 28 sq feet.

I have combined my two adjacent parcels in Panorama to form one flag lot at 1677 Penfield Road, where I've operated my storage business for 19 years now.

We are in the process of replacing the two dilapidated houses with a brand new office and entryway that fronts Penfield Road between Penwood Apartments and Charlie Browns restaurant.

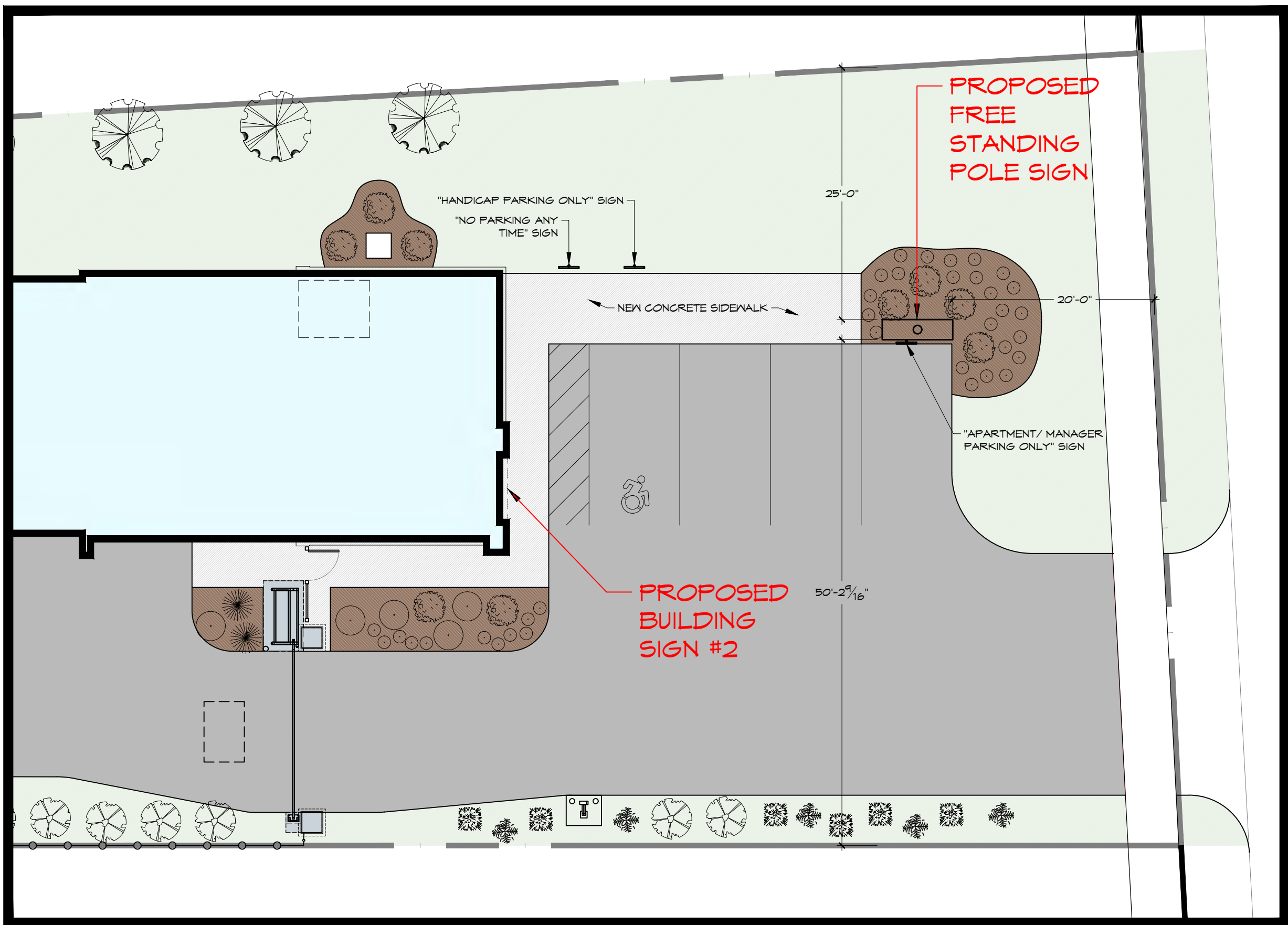
I ask the board to please consider the following:

1. The reason for this project was to gain drive-by exposure from Penfield Road. My business is facing increased competition and was hidden behind the buildings to the north which was a big disadvantage.
2. Increasing the area of my pole sign from 3.4 feet tall x 6 feet wide (area compliant) to 4x7 feet (proposed) made a difference in legibility from a distance in our field test, and although it is only 8 inches taller and 12 inches wider than code allows based on my frontage, it will show up a little better next to the large pole sign of Charlie Browns, which can obscure my sign looking east on Penfield Road.
3. The second variance I am requesting is the ability to mount a building-attached sign to the new office building. Code allows a 53 sq foot sign there, I am only proposing a 39 sq foot sign. This would be the only sign attached to the building but requires a variance because I combined my two parcels, so my other sign on the back building that faces the Home Depot counts as my only allowed building-attached sign. This west-facing sign is fully compliant and over 250 feet away from the entranceway where I am proposing the 2nd sign without which there would be no identifying sign on the building at all. You can't see both building signs at the same time as they're on separate ends of separate buildings facing in different directions.
4. The proposed style and structure of the building mounted sign and the pole sign fits in well with the design and surroundings of the new office. They're tasteful but simple.

Thanks for your consideration.

Sincerely

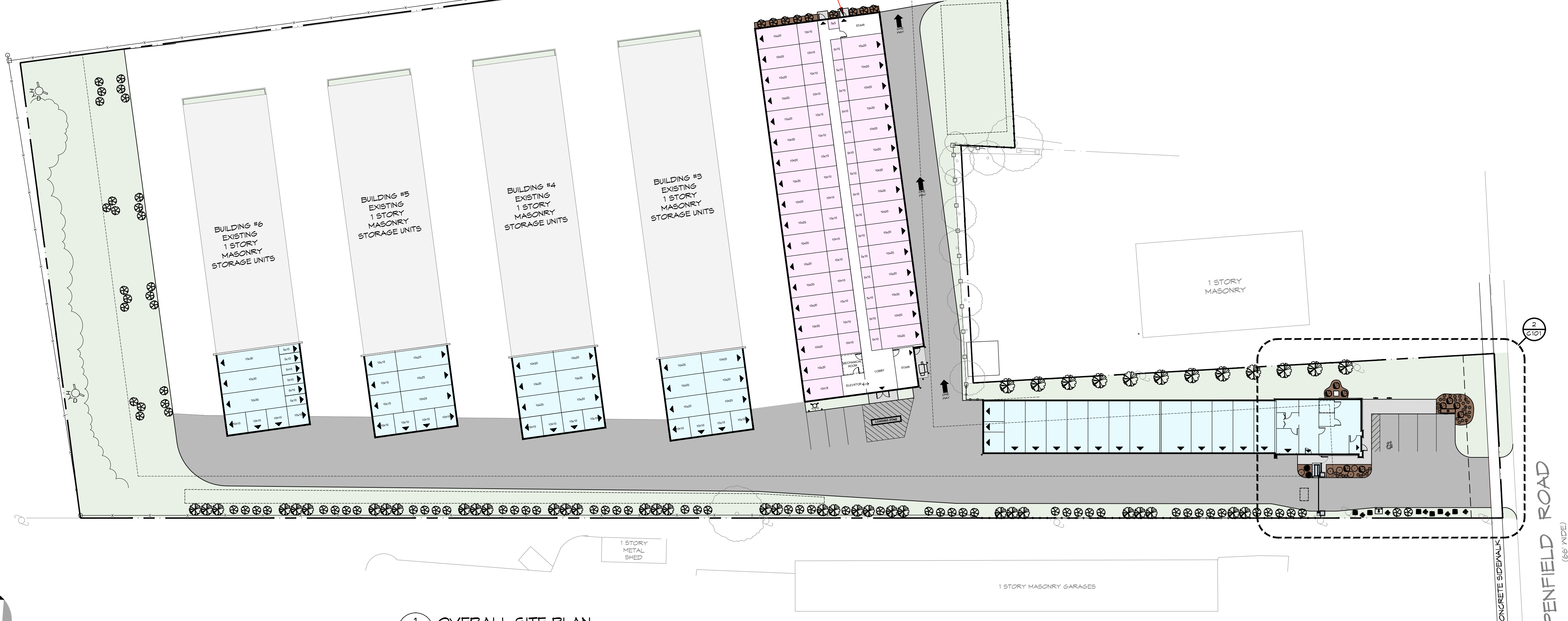
Kevin Farrell
Penfield Storage



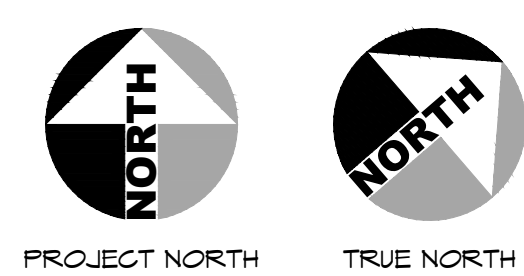
2 ENLARGED SITE PLAN
C101 SCALE: 1" = 10'

PLAZA CIRCLE
(60' WIDE)

PROPOSED BUILDING SIGN #1



1 OVERALL SITE PLAN
C101 SCALE: 1" = 30'



REVISIONS:
5/4/20 SITE SET TO FIELD
2/3/2021 SITE SET TO FIELD
3/2021 ZBA SUBMISSION

DRAWING TITLE:
SITE PLAN

PROJECT TITLE:
PENFIELD SELF-STORAGE
1677 Penfield Rd
Rochester, NY 14625

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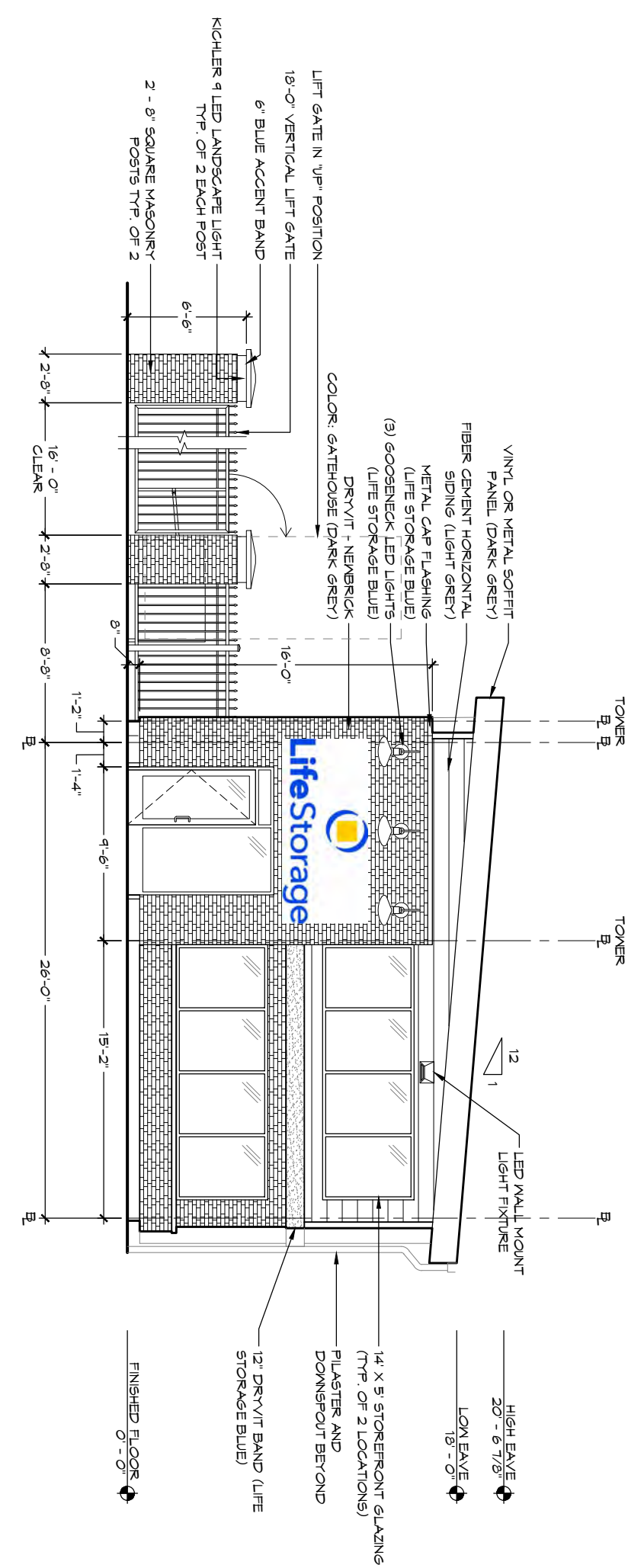
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SHEET:
C101

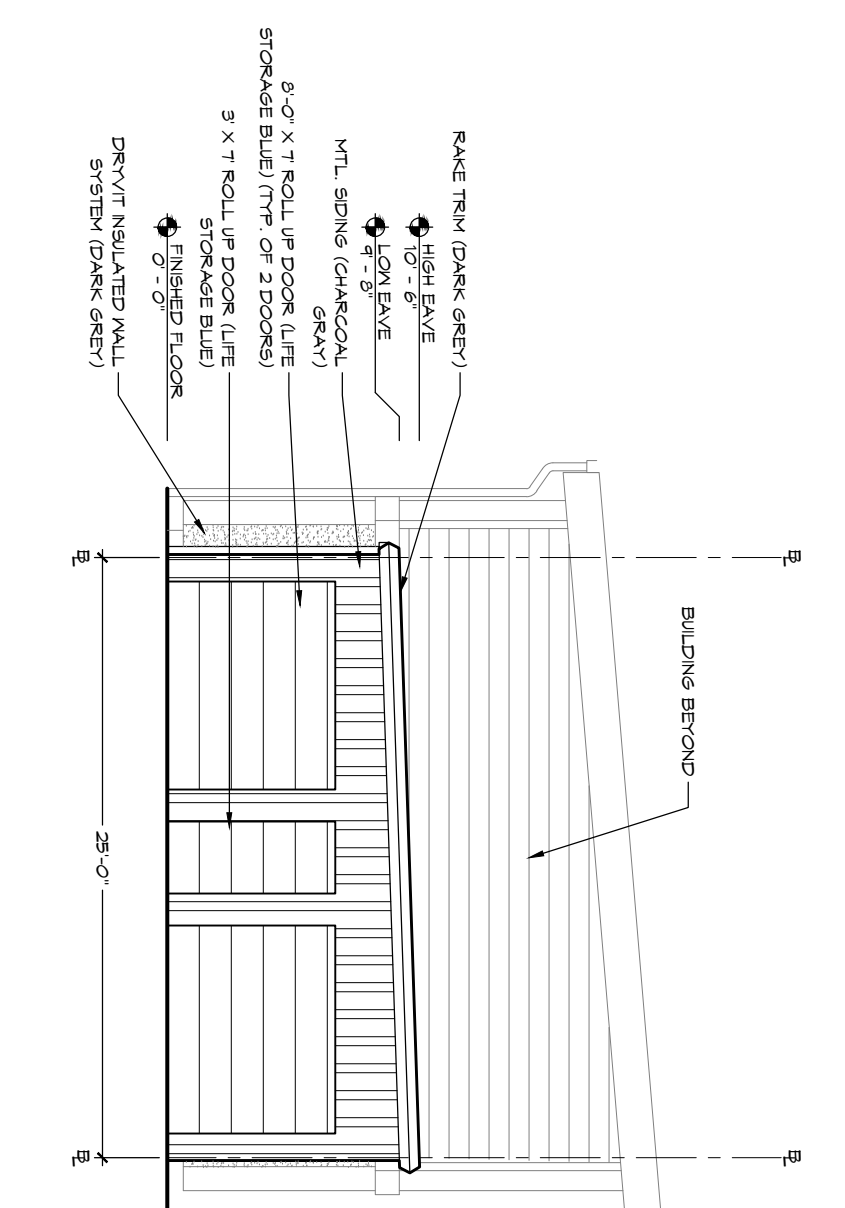
SIGNATURE BLOCK:

ENGINEERING & PLANNING	1/28/17 (PB SUBMISSION)
PLANNING BOARD CHAIRMAN	2/9/17
DPN DIRECTOR	4/7/17
TONY CLERK	4/29/17 (PB SUBMISSION)
FIRE MARSHALL	5/24/2017
MONROE COUNTY WATER AUTHORITY	6/9/17 (PB M/LAR)
MONROE COUNTY FIRE MATERS	2/1/18 (PB REVISED)
LANDSCAPE CONSULTANT	2/7/18

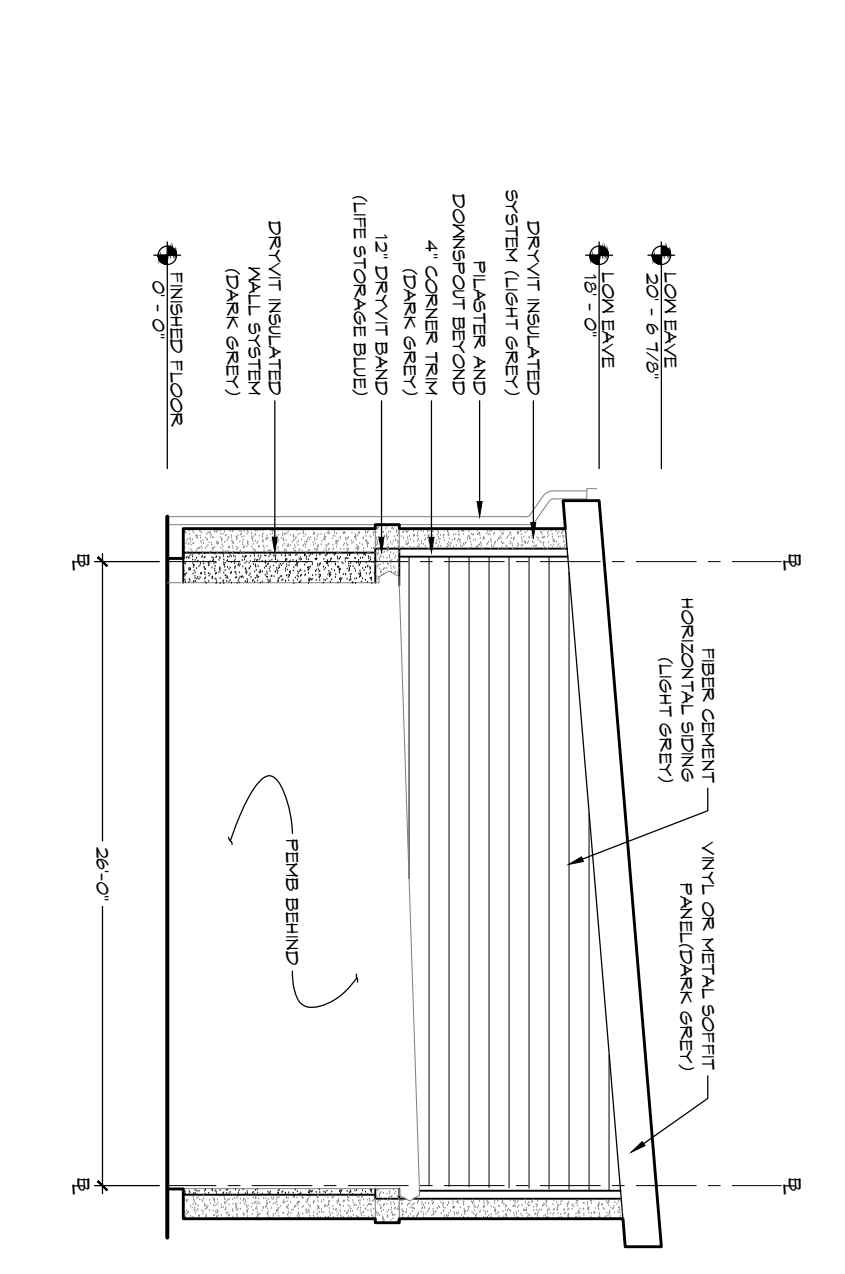
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	2/1/18 (PB REVISED)
	2/7/18



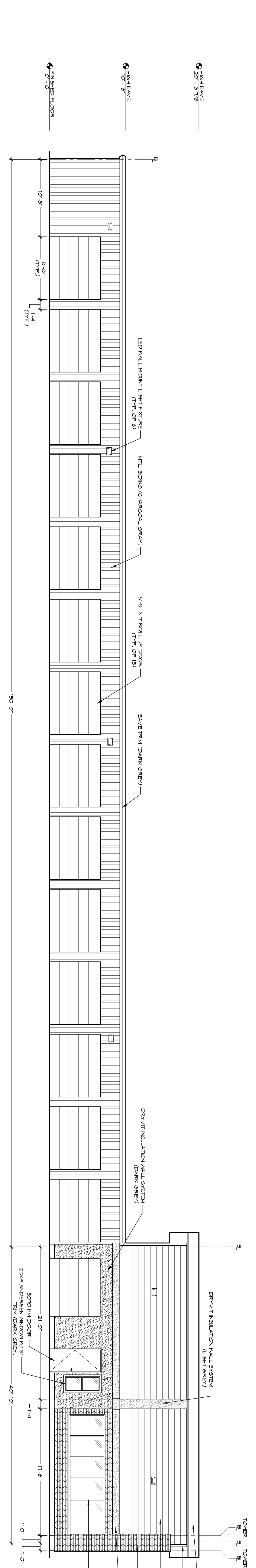
1 EAST ELEVATION
SCALE: 1/8" = 1' - 0"



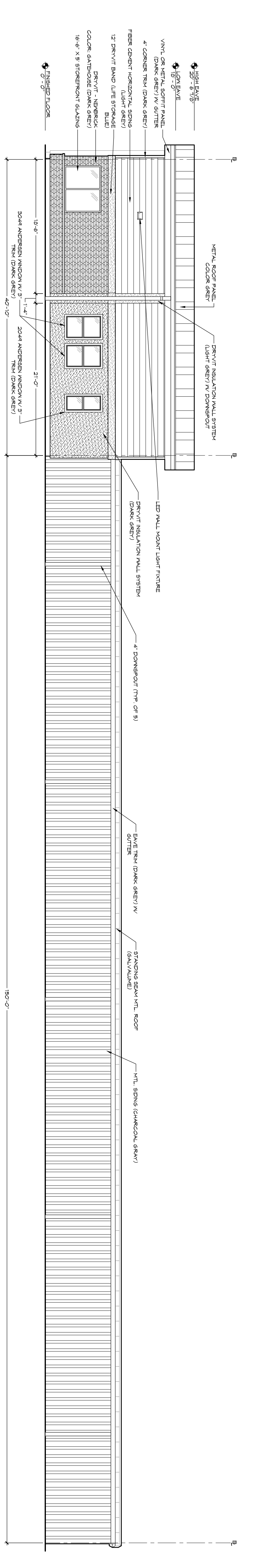
2 WEST ELEVATION (PEMB)
SCALE: 1/8" = 1' - 0"



3 WEST ELEVATION (STICK FRAMED BLDG.)
SCALE: 1/8" = 1' - 0"



4 SOUTH ELEVATION
SCALE: 1/8" = 1' - 0"



5 NORTH ELEVATION
SCALE: 1/8" = 1' - 0"

- GENERAL NOTES:**
- ALL DIMENSIONS ON PRE-ENGINEERED METAL BUILDINGS ARE TO THE BUILDING LINE.
 - ALL DIMENSIONS ON STICK FRAMED BUILDINGS ARE TO THE FACE OF FRAMING.

DRAWING TITLE:
ELEVATIONS - BUILDING #1

PROJECT TITLE:
PENFIELD SELF STORAGE EXPANSION

PENFIELD STORAGE
1677 Penfield Rd
Rochester, NY 14625

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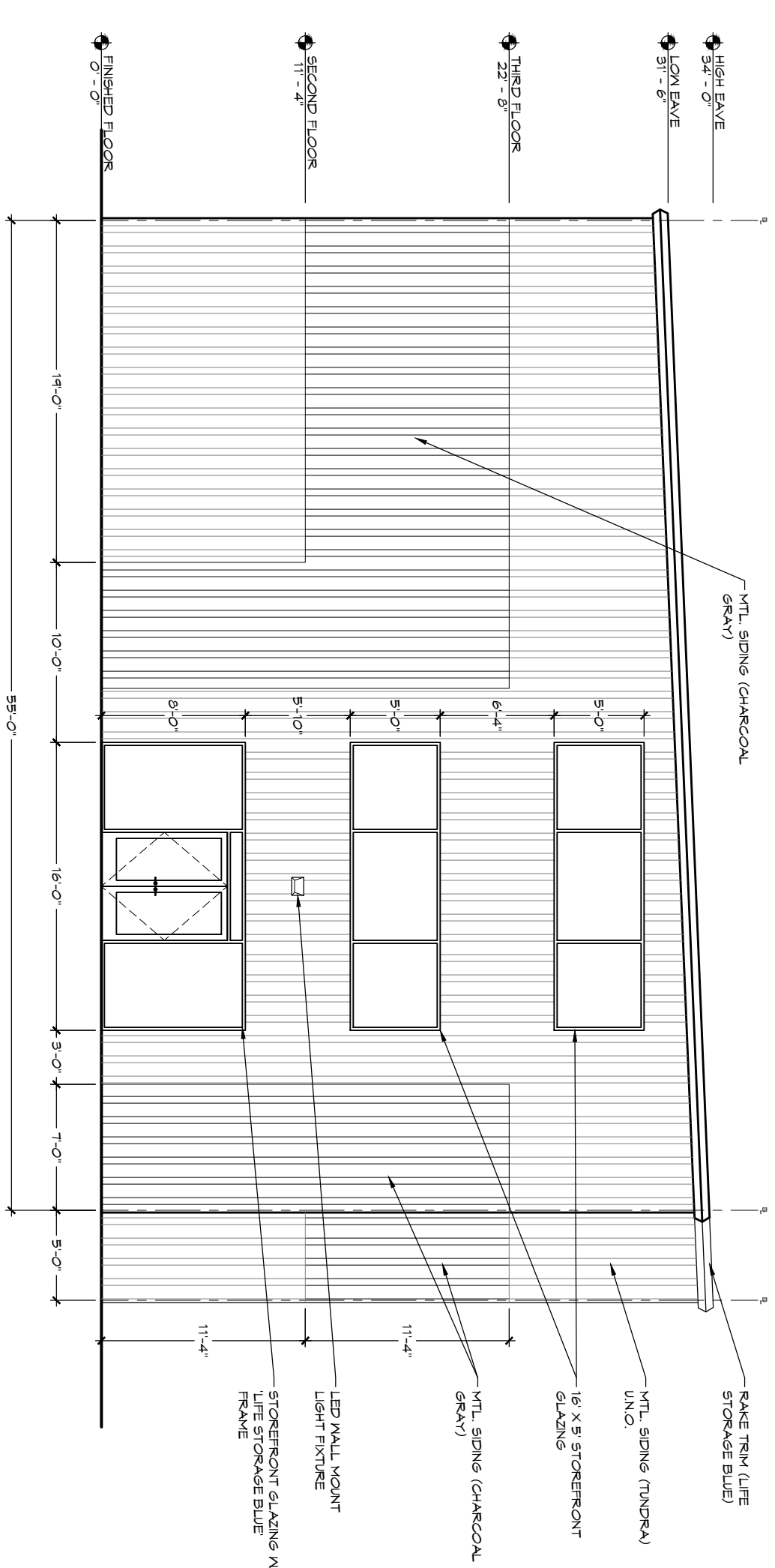
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SCALE: AS NOTED
PROJECT: 16.027

DRAWN BY: JW
SHEET: **A200**

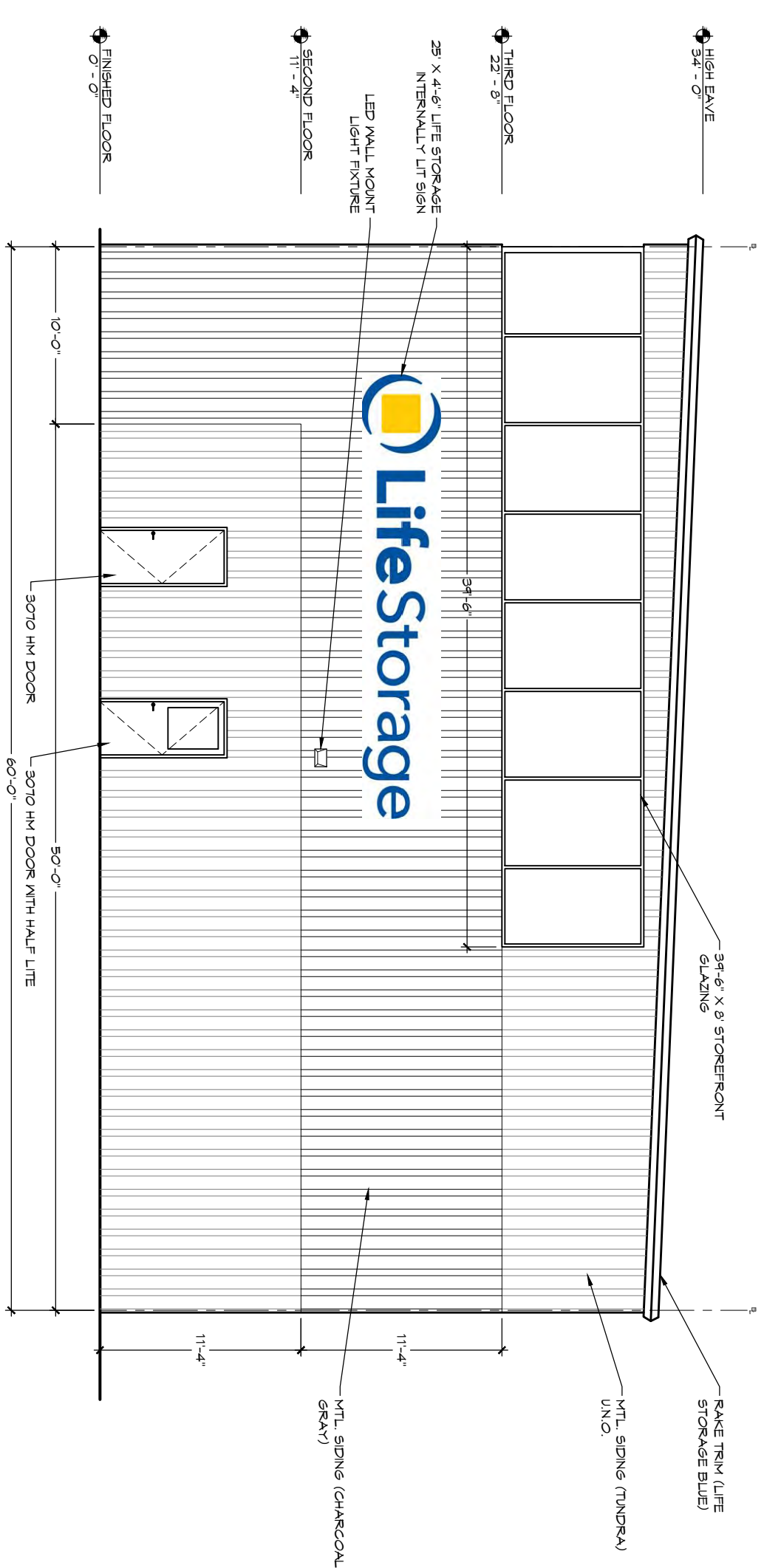
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REVISIONS:
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 2/9/17
 4/7/17
 4/25/17 (PB SUBMISSION)
 6/9/17 (PB M/LAR)
 2/1/18 (PB REVISED)

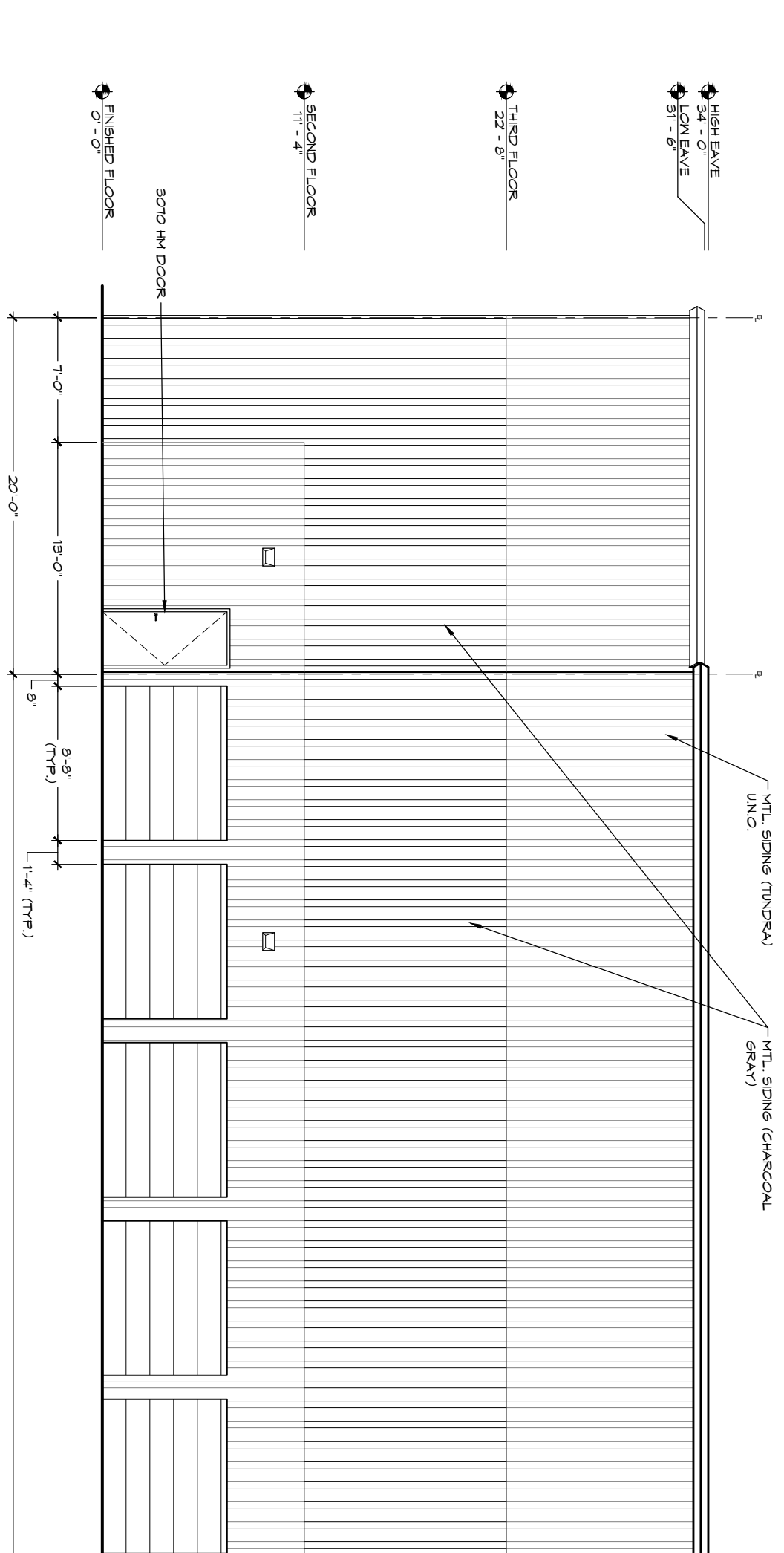
ENGINEERING & PLANNING
 PLANNING BOARD CHAIRMAN
 DEPT. DIRECTOR
 TOWN CLERK
 FIRE MARSHALL
 MONROE COUNTY WATER AUTHORITY
 MONROE COUNTY FIRE MATTERS
 LANDSCAPE CONSULTANT



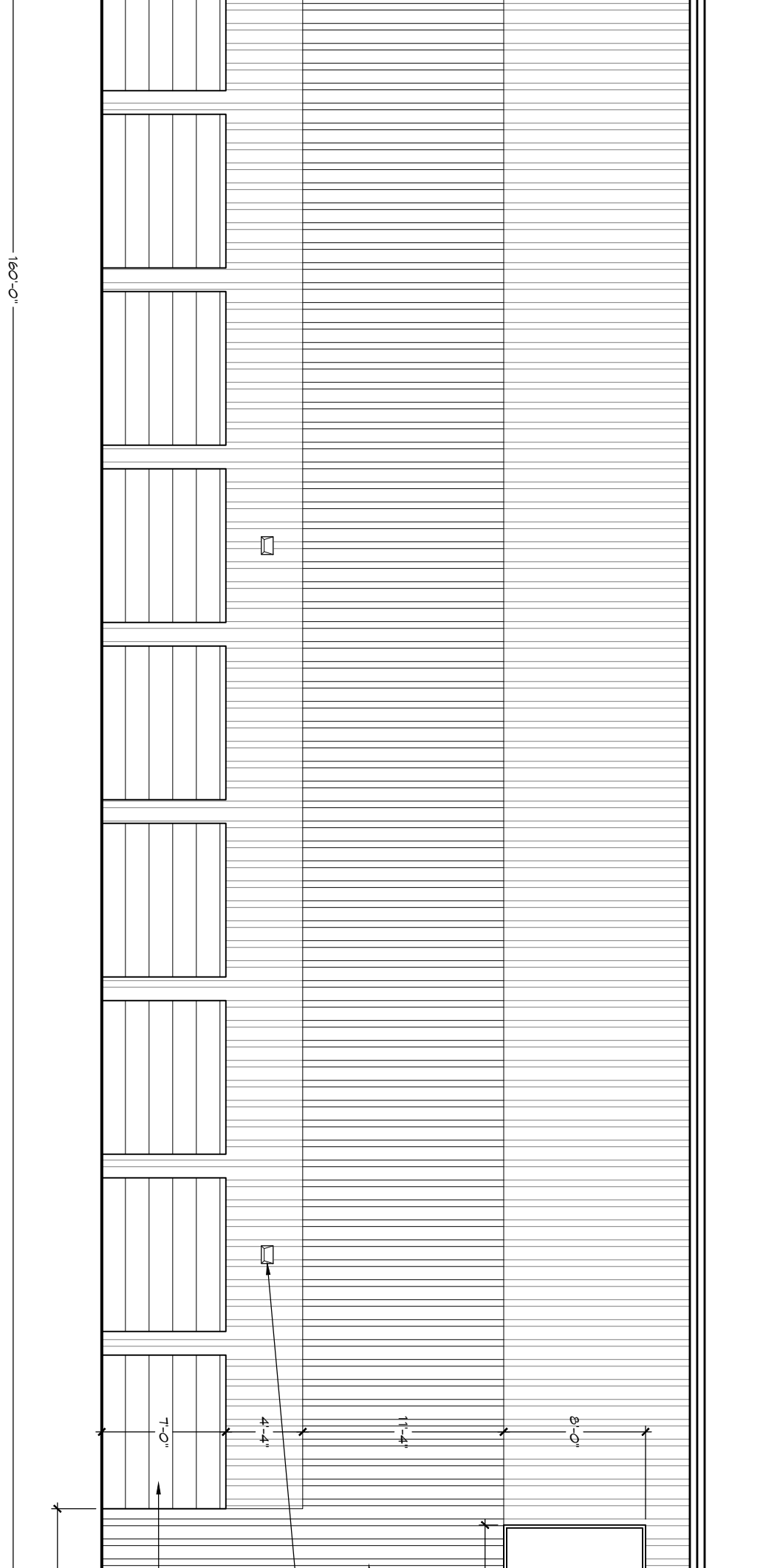
1 EAST ELEVATION
 SCALE: 1/8" = 1'-0"



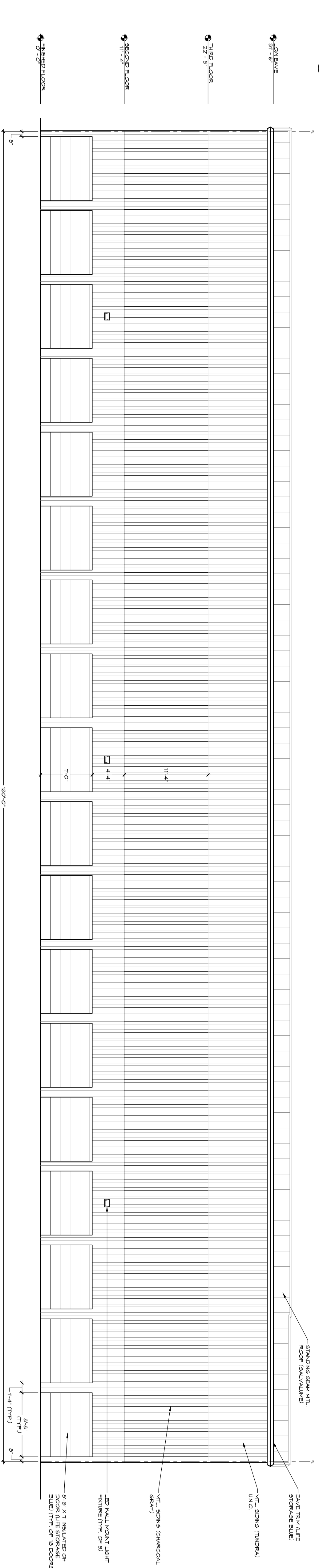
2 WEST ELEVATION
 SCALE: 1/8" = 1'-0"



3 SOUTH ELEVATION
 SCALE: 1/8" = 1'-0"



4 NORTH ELEVATION
 SCALE: 1/8" = 1'-0"



DRAWING TITLE:
ELEVATIONS - BUILDING #2

PROJECT TITLE:
PENFIELD STORAGE
 1677 Penfield Rd
 Rochester, NY 14625

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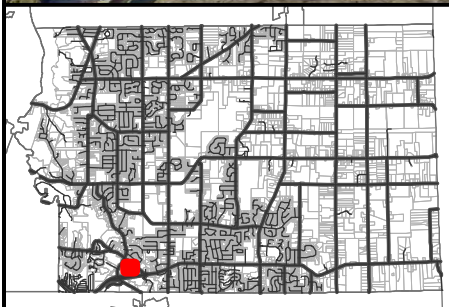
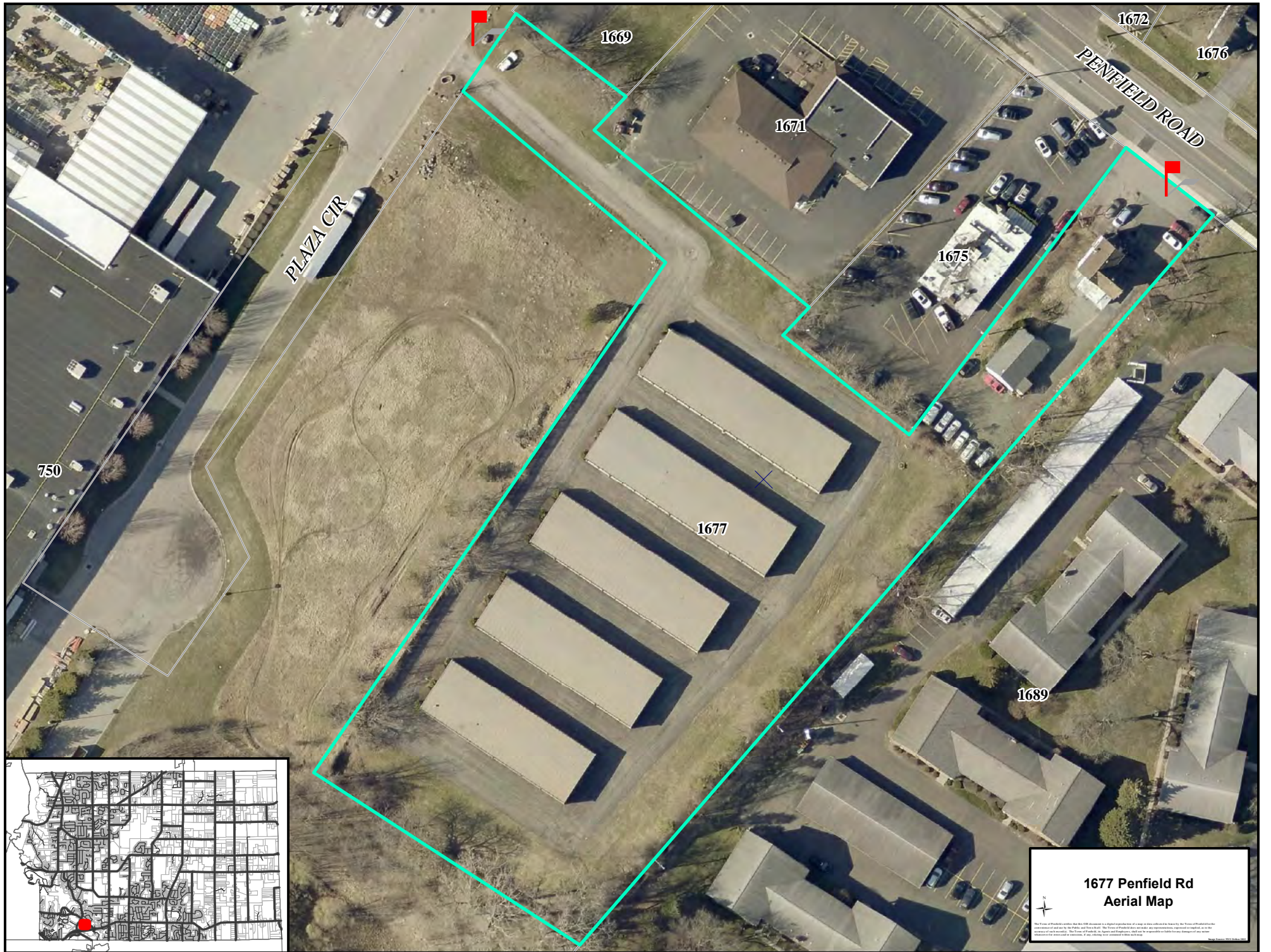
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DATE: 01/16/17
 SCALE: AS NOTED
 PROJECT: 16.027

DRAWN BY: JW

A201
 SHEET:





**1677 Penfield Rd
Aerial Map**

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