



Village of Geneseo
Livingston County, New York

APPLICATION FOR SIGN PERMIT

For Office Use Only:		Permit Number: _____ Fee: _____	
Date: 08/07/2025	Property Address: 1 MAIN ST.	Tax Map #: 80.12-4-33	Zone: R2

Applicant Contact Information:

Contact Name	Ben Gajewski	Phone	585-243-2190
Address City, St, Zip	1 Main Street, PO Box 73, Geneseo NY 14454	Email	ben@geneseovalleyconservancy.org

Property Owner Contact Information:

Contact Name	Bill Lloyd	Phone	585-414-5981
Address City, St, Zip	3468 Nations Road, Geneseo NY 14454	Email	billy.lloyd@gmail.com

For signs in the MU-1 District: Ensure details comply with the Historic District Façade Renovations Guidelines as required

Details of Proposed Sign		Type of Sign (Check th)	
Size of Sign: Height: 20.5" Width: 42"		☐ Freestanding	☐ Wall
Illumination (Check one)	☒ Internal	☒ Projecting	☐ Window/Door
	☐ External	☐ Awning/Canopy	☐ Temporary

Certification Statement: "I certify that I am duly authorized to make and file this application; all statements contained in this application are true to the best of my knowledge and the work will be performed in a manner set forth by the plans herewith"

Name Of Applicant	Ben Gajewski	Signature	<i>Benjamin Gajewski</i>
Name Of Owner	Bill Lloyd	Signature	<i>Bill Lloyd</i>

For Code Office Use Only:

Building Frontage	44	Current Sq. Ft.	0	Max. Allowed Sq. Ft.	12	Total Proposed Sq. Ft.	12
Date: 8/10/25	<i>[Signature]</i>			Yes ☐ No ☒	projecting signs not permitted in the district Village Code Chapter 130 Attachment 10.		
Date	Code Enforcement Officer			Approved	Reason for denial		
Date	Planning Board Chairperson						

If you would like to request a variance for a rejected application from the Zoning Board of Appeals please indicate so below:

Signature: *Benjamin Gajewski* Date: 08/07/2025

Action Taken by the Village of Geneseo Zoning Board of Appeals on the Proposed Sign: Approved: _____ Rejected: _____

Date:		Date:	
ZBA Chairperson		Secretary	
Member		Member	
Member		Member	

Village of Geneseo

119 Main St, Geneseo NY 14454
585-243-1177

Revised 20241219

MEMO

Date: 8/25/2025

To: Code Officer/Planning Board/Zoning Board of Appeals

Re: 1 Main Street sign

The current sign for Genesee Valley Conservancy at 1 Main Street is ~3.3sq. ft. and away from the prominent entrance to the building. We are interested in installing a more building appropriate sign to promote our occupancy and match the building style. We are the only occupant of the building.

Zoning

We are in the R-2 district and are neighbored by residential houses. Our building was built as commercial space and has always been used as an office/commercial space, as is reflected by the architecture. We have ~90ft of frontage on North and Main streets. We have two signs on the building. A "Conservancy" sign ~3.3sq. ft. in size (shown in images) and a historic building date from APOG that is ~0.63sq. ft. in size (also shown in images).

We are not in favor of a freestanding sign here:

- Given the multi-way traffic and pedestrians on the corner, a perpendicular sign would be ideal. However, a freestanding perpendicular sign would block sightlines, especially when traveling north on Main and looking towards North. We removed hedges adjacent to our railings to improve this sightline. We could also not fit a perpendicular sign and meet the minimum 10' setback.
- We could only meet the 10ft setback if the sign was parallel and directly in front of the door (10' would put the sign behind the front of the first stair and start of the railing right against our landing platform). Centering the sign on the main door would cover view of the building entrance. Setting the sign off in front of the right wing would put it further from the entrance where our current sign is, which does not seem to be ideally integrated into the architecture/structure of the office entrance.

Adding a protruding sign above the door would put us into compliance with the number of wall signs (we would remove our existing Conservancy sign). It also fits the architecture of our structure most appropriately by following the commercial district design guidelines. Although we are not in that district, our structure is a traditional commercial structure and these guidelines feel most appropriate to apply.

Location & Type

The proposed sign would be centered above the door, projecting, made of wood, doubled sided, with carved logo/text, and would be painted.

Colors & Design

The sign would have the organization's logo and name. The background would be dark green, matching the building's shutters. The logo/name would be pale-yellow matching the building and shed on the parcel. The metal bracket would be painted black to match the handrailing on the stairs. The double-sided sign would be 42" wide and 20.5" tall, curved as shown in the image. The bottom of the sign would be 11.5' above the door entrance and 14.5' above sidewalk level (street level is ~2' lower than the sidewalk). The main sign would be ~6sq ft. which seems reasonable given it would be ~17ft above the street and we have more than 90ft of frontage.

Lighting

No lighting is proposed for the sign. We do have an interest in a modest light for the door/stairs, as during the winter staff often enter and leave the building in total darkness.

Images/Concepts

Following are images of the existing structure with dimensions for reference and a rendering of the proposed sign we feel most appropriately fits the architecture of the structure.



View from Main Street – View shows current sign (on far right). Red dots are 36” apart. Historic sign is 13”x7” and the Conservancy sign is 24”x20”



View from North Street looking south – view of secondary entrance. Dots are 36” apart.



View from corner of North (left) and Main (right)



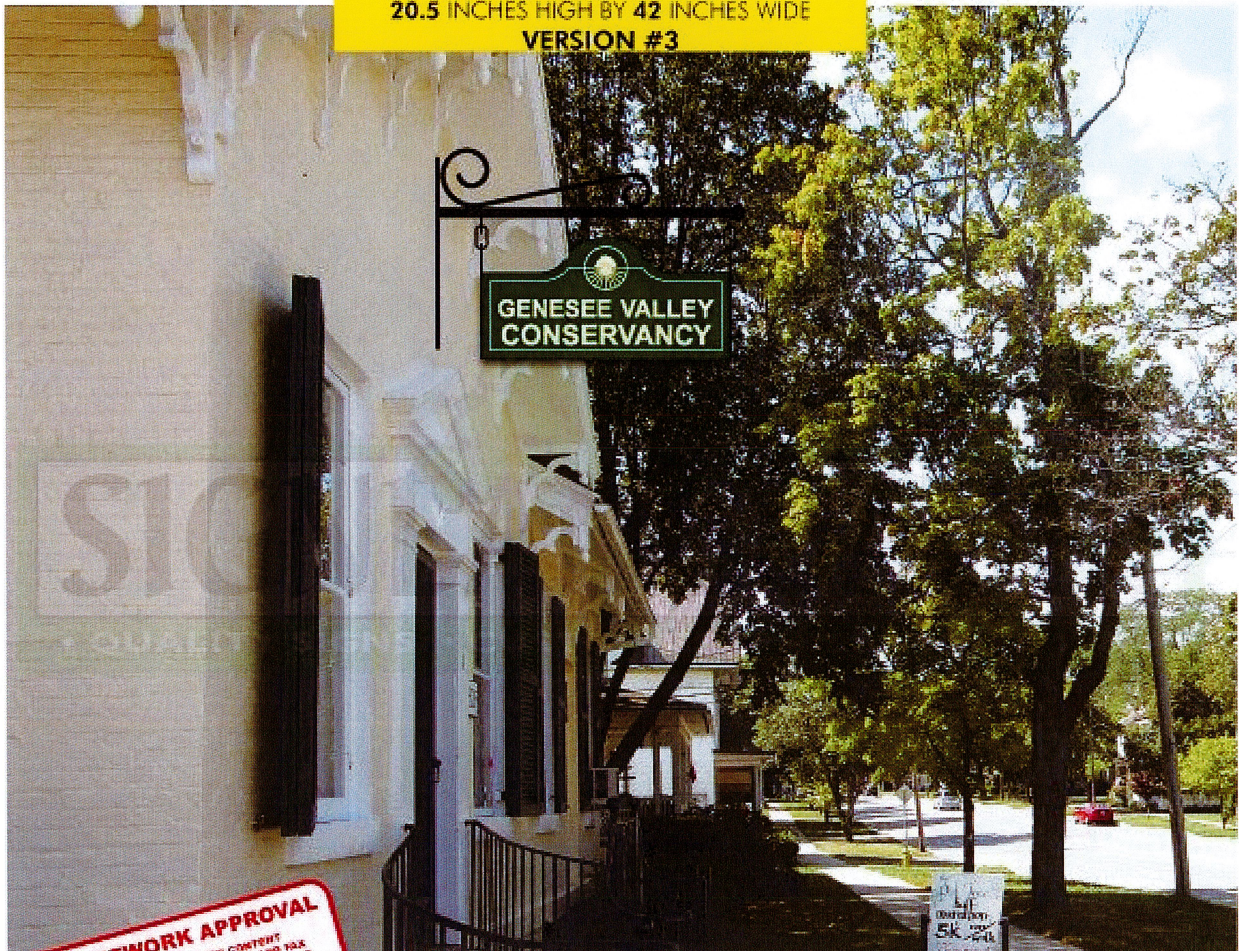
View of Main Street entrance. Dots on right window are 36" apart.



SIGNLANGUAGE INC. DESIGN CONCEPT SIGN PROOF

Sandblasted & Carved Signs • 23k Gold Leaf • Computer Graphics
Commercial / Architectural • Design • Fabrication • Installation • Vinyl

GVC - MAIN BLDG PERP
DOUBLE SIDED V CARVED HDU
20.5 INCHES HIGH BY 42 INCHES WIDE
VERSION #3



DESCRIPTION:

OUTER BORDER - DARK GREEN
INNER BORDER - PALE YELLOW TBD
BACKGROUND - DARK GREEN
LETTERING - PALE YELLOW TBD

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