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**ZBA MEETING MINUTES**  
**TOWN OF LLOYD ZONING BOARD**

**Thursday, March 13, 2014**

**CALL TO ORDER TIME:** 7:00pm

**PLEDGE OF ALLEGIANCE**

**ATTENDANCE** Present: Paul Gargiulo, Anthony Pavese, Paul Symes, John Litts, Meredith Engle,  
Tim Marion, Shari Riley; Code Enforcement Officer  
Absent: Peter Paulsen, Michael Guerriero; Town Board Liaison

**ANNOUNCEMENTS: GENERAL, NO SMOKING, LOCATION OF FIRE EXITS, ROOM CAPACITY IS 49, PURSUANT TO NYS FIRE SAFETY REGULATIONS. PLEASE TURN OFF ALL CELL PHONES.**

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**New Public Hearings**

**GUNK HAUS-Elizabeth Steckel and Dirk Schalle; Sign Variance, 387 South St. SBL#94.2-2-11 in A zone.**

The applicant is requesting two variances. One to allow a second sign, and another for an area variance to hang an 8 foot by 2 foot sign on their retail bakery addition. This second sign is being requested on the front of the new addition. The sign that is there is 21.6 sq. ft and the code allows for 25 sq. ft. total signage.

<i>Required</i>	<i>Requested</i>	<i>Variance</i>
<i>25sf</i>	<i>37.6sf</i>	<i>12.6sf</i>

Elizabeth Steckel and Dirk Schalle were present for the meeting.

The Board reviewed some photos of the proposed signage.

Paul G: The applicants are looking for a 12.6sf variance is there any way we can mediate this?

John: Why such a large sign? Why couldn't you stay closer to the required square footage?

Mr. Schalle: I think because we already have a sign that might be why we are maxing out on the square footage.

Paul G: Why is the new sign so large?

Antony P: You are looking for two signs right?

Mr. Schalle: No we are just looking for this one in addition to the sign on the building already.

Paul G: So that is what drives you over. This is your business and everyone knows who you are. If they are going to go to your business they know where they are going because you have a good name and people give good directions. I understand the bakery is a new entity and you want to advertise, what we are saying is that those who are going there know what they are going to get.

42 Ms. Steckel: In the winter yes. In the summer it switches over to mostly tourists especially since we have  
43 been in the Times and the Boston Globe and everything. In fact that is one of the reasons we are spending  
44 money this year to redo the retaining wall, it pays to get what they call curb appeal. It attracts people who are  
45 driving by that don't know you and they stop and say, "That place looks really nice. It is interesting, What is  
46 it? Jerry Starpoli does our signs and that was his recommended proposal for the size of the gable and because  
47 we wanted to add on to the sign, Restaurant and Bakery, this was at a size he thought made it legible.  
48 Paul S: I have not been in there yet. Is this the entrance into the restaurant?  
49 Mr. Schalle: Yes.  
50 Paul S: So why can't you just modify this big sign or get rid of the other sign and make one big sign?  
51 Ms. Steckel: The original sign is our logo; we do not want to get rid of it. Do you see how it is sort of  
52 vertically oriented? It does not look right in the pitch of this gable. We did try some other things here but just  
53 wanted to go with something that was very simple.  
54 Shari: The style of the sign did go before the Planning Board; Paul has notes from the minutes.  
55 Paul G: It says the Planning Board approves of the Gunk Haus sign contingent upon ZBA approval.  
56 Paul S: What is the size of the original sign? It won't fit in the gable; with a small sign under it that says  
57 Restaurant and Bakery?  
58 Paul G: It is a little bit bigger than 5sf x 4sf.  
59 Ms. Steckel: That one will not fit. The new addition comes out about 15ft. and kind of blocks the original  
60 sign which is why we really want to put something on the new addition.  
61 A **Motion** to open the public hearing was made by Paul G, seconded by John Litts. All ayes.

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63 TO THE EDITOR OF THE OFFICIAL NEWSPAPER:

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65 New Paltz Times  
66 Email: [dale@ulsterpublishing.com](mailto:dale@ulsterpublishing.com)

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68  
69 THE FOLLOWING LEGAL NOTICE IS TO BE PUBLISHED:  
70 WEEK OF: March 6, 2014

71  
72 FORWARD PROOF OF PUBLICATION AND ALL BILLS TO:  
73 TOWN CLERK, TOWN OF LLOYD  
74 TOM SHAY SQUARE, 12 Church Street  
75 Highland, New York 12528

76  
77 LEGAL NOTICE  
78 TOWN OF LLOYD ZONING BOARD OF APPEALS  
79 NOTICE OF PUBLIC HEARING

80  
81 Notice is hereby given that a Public Hearing will be held by the Town of Lloyd Zoning Board, Ulster County, State of  
82 New York, on the application of Elizabeth Steckel and Dirk Schalle (aka Gunk Haus) for property at 387 South Street.  
83 (SBL: #94.2-2-11), Highland NY, 12528. The applicant is proposing a variance to have a second sign and an area  
84 variance for additional square footage of the second sign.

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86 The public hearing will take place at the Town of Lloyd Town Hall on Thursday, March 13, 2014, at 7:00PM,  
87 or as soon thereafter as may be heard.  
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Date: February 26, 2014

Any questions, call (845) 691-2735, Monday through Friday, 8:30am – 4:30pm, or email us at [prober@townoflloyd.com](mailto:prober@townoflloyd.com)

There were no public comments.

The Board discussed mediating the size of the sign.

John: I do not know if mediating the size is the answer, the sign looks good. The only issue is that when you look at the building you will see the two signs and this is not really what you want to be looking at.

Meredith: I know exactly what you mean, but with the new addition that pops out, the one sign is not visible if you are coming in to the stop sign. You just don't see it.

Ms. Steckel: The only thing that I will say about the other sign is about the image that Jerry created.

Paul G: It was the old sign location. It was the same size sign that was there when it was the other place. The old hanger light was there on it so basically they went with the nostalgia by putting the sign where the other one was. Everyone was used to the other sign.

John: Until they did this.

Paul G: We granted an addition and now they have come back for a sign on the new addition so that people know where the Restaurant and Bakery entrance is. Most people park across the street and they look over at this building and think it does not have an entrance labeled. This sign does give more direction to the restaurant. I do not have a problem with the sign, if we want to discuss the size a little.

John: Personally I do not think the size is the issue. I think the size is fine and will fit where it is displayed. The only thing I am concerned about is now there are two signs on one side of the building.

Ms. Steckel: Is it the precedence of trying to be consistent or are you afraid it is going to look too commercial looking with two signs.

John: Personally, I don't think it is going to look to commercial at all, I think it is going to look nice.

Ms. Steckel: This original sign is a beautifully hand cut sign that is all about the image.

John: Right, it is the precedent.

Anthony P.: The zoning codes were made for a reason.

Ms. Steckel: Would it help if we came back to you with a larger neon sign?

The Board laughed.

Paul S.: Do you want the two signs or would one larger sign be okay?

Ms. Steckel: We would just hate to get rid of our logo. It is on our tee shirts and it is on our posters.

Paul S: Could you move the logo sign inside? Then try to maximize the one sign.

Anthony: I get what you are doing, if you make the logo sign smaller and move it up onto the dormer.

John: There is a light there, so you are kind of limited. You don't want to have to see them move the light.

Anthony P: Because you are looking for two different things you will need to compromise somewhere, I would think, would be my opinion.

The Board discussed different sign options with the applicants.

Paul G: Would it do you more justice to have a one larger lit sign designed in that space?

John: Is there any way you can incorporate your logo and branding in this space to include your restaurant and bakery, a pyramid like sign?

Ms. Steckel: Do you mean get rid of the other sign? I don't know, I would have to ask Dirk. My preference would be to not tinker with that because it has become rather iconic. If you guys want us to just shrink this that would be the lesser of two evils.

Anthony P: I am ok with having a smaller sign and just moving it up.

135 Paul G: The maximum sign size is 25sf. and they have 21sf. They have a good sign guy. Why don't we give  
136 them up to 10sf; they are looking for 16sf. and let the sign guy work it out.  
137 Ms. Steckel: Could you give us a 6' x 2'. For it to look nice you don't want to squeeze it too tight together so  
138 that people cannot read it. What if we brought it in a foot on each side?  
139 Anthony: That would be 8.6sf.  
140 Tim: Do you have an entrance sign on the building, because you can put up an entrance sign.  
141 Ms. Steckel: No, we are hoping this will make it obvious.  
142 The Board discussed different variance reliefs, granting an 8.6 sq. ft. variance.  
143 The decision was read over (see attached)  
144 A **Motion** was made to close the public hearing by Paul Gargiulo, seconded by Meredith Engle. All ayes.  
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147 **Administrative Business**

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149 **Minutes to Approve:**

150 A **Motion** was made to accept the November 14, 2013 minutes by Paul Gargiulo, seconded by Tim Marion.  
151 All ayes. Anthony Pavese, abstained; Paul Symes, abstained.  
152 A **Motion** was made to accept the January 9, 2014 minutes by Paul Symes, seconded by Tim Marion. All  
153 ayes. John Litts, abstained; Meredith Engle, abstained.  
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155 A **Motion** was made to adjourn by Tim Marion, seconded by Meredith Engle. All ayes.