

Town of New Paltz  
Public Hearing Continuation of Signs  
October 22, 2009

**Present:** Jeff Logan, David Lewis, JaneAnn Williams, Kitty Brown, and Toni Hokanson

At 7 p.m. Supervisor Hokanson opened the Public Hearing on amendment to Sign Law.  
Petition left opposing internally lit signs.

**Public Comment:**

Vici Danskin, Village resident, commented that the Minnewaska Master Plan meeting took many attendees away. 99Sign law passed – amendments being allowed. Internally lit discussion ongoing for awhile. New Paltz is updating the Master Plan, why not wait for Master Plan to be completed. Directory signs for existing plazas do not increase the size. Temporary free-standing within shopping plazas. It is overkill. Increase should be at 24 ft not larger. Increase in home businesses should not allow large size signs. She is disappointed amortization period has not been implemented. She suggested businesses turn off internally lit signs after business closes.

Ira Margolis, Village resident, sees a group of people trying to tell business owners how to run their business. Responsibility exists – business owners do not need political class interference. Internally lit? People should be entitled to let other people know about their business. Difficult to accept that people with no stake – does not want to pay more due to loss of business due to sign curtailment.

Mark Gruber, Gallery owner in S&S plaza, feels back-lit signs are safer for motorists also for visibility are more efficient. Externally lit signs give off more pollution. Use tech (can not understand). LED is more efficient.

Everette Payne, Town resident, questioned what is wrong with any sign in New Paltz. Thinks it is stupid on spending money- we need signs New Paltz has to go forward, not backwards.

Lagusta Yearwood no other signs beside Stop &Shop allowing internally lit signs is a slippery slope – want small businesses to succeed.

David Ness, Chiropractor – has a new business of six months and he feels his sign is not visible to Main Street drivers. He is not allowed to use a directory sign. Under changes he would be allowed that directory sign. Size would also change.

Rusty Staub, Town resident and businessman: feels in terms of the Village streetscape electric wires are more of an eyesore than signs. New Paltz is only so big – directional sign has been at his building for 30 years. This is not going to turn into Vegas sign wars; this is not the 60's; it stirs up emotions. He wants fair representation. A Directory sign is a unique piece of advertising that can not be replaced by print advertisement. A 10% loss due to a sign can impact charitable donations. Conformity is fine ???? dictating businesses need to remain here and we need to protect each other. Offices in his buildings need to have exposure. Feels internally lit signs are more aesthetically pleasing. Vandalism occurs a lot with externally lit signs. Do not make this an emotional discussion-look to see what is best for the community. Supervisor Hokanson measured lights last night. She took a lite meter – was initially opposed to internally lit signs.

Craig – not reading statement he prepared. Slippery slope –nothing slippery re: internally lit signs programmable – ability to be adjusted. Property values not affected by Value. Vegas –no electric signs in new ordinance. Charm, historic value of downtown – we are referring to business district. 5 – 8 % margin = survival of businesses. Directors signs do make a difference.

Joyce Minard – move forward with proposed ordinance, the business district is not part of historic district.

Seth McKee urges to keep Public Hearing open.

Peter Fairweather also suggested to keep it open.

Mark Castiglione – table until after comprehensive plan is completed. Follow greenway guidelines of Dutchess County. And be consistent with the new comprehensive plan.

Sue Stegen, CIT Chair – refers to Vermont – no billboards and strict signage. Inconsistent Town and Village; conformity will enhance community. Internally lit signs will become a nightmare. Delay does not hurt – need fewer, not more signs.

Craig – it is nothing new – not here – he has spent hours explaining. Should not be delayed any longer.

Supervisor Hokanson – not pass until Comprehensive Plan passed but sign ordinance is not new. Should be keeping if expect or ask for additional information.

Councilman Logan moved to close Public Hearing. Seconded by Councilwoman Williams, all aye votes cast, motion carried.



### Town Board Meeting

At 8:37 p.m. Supervisor Hokanson opened the meeting with the Pledge of Allegiance.

**Agenda:** add electricity, Councilwoman Brown added amend PUD law; Councilman Logan added moratorium, wood burning, wetlands.

Supervisor Hokanson made a motion to adopt the amended agenda. Seconded by Councilman Logan, all aye votes cast, motion carried.

**Public Comment:**

Mark Portier - #3 proposition on ballot – he changed his mind, was initially opposed to funding. He sees it as a small part of the budget.

Josh Honig took the opposite side of Marks’ issue. He feels the Library should become a public library.

Everette Payne, Town resident, indicated “we almost had a paid fire department in Town of New Paltz.

It is BS about Phil Johnson – opposes leaving town job to fight fires.

KT Flusser, Village resident, feels it serves children and the unemployed – there are a variety of resources available at the library and especially due to the economy.

Regarding the Sign Law, she disagreed with revisions. Size increases sees no rational, particular monument. Equity issue with businesses – S&S signs –revisions are solution to problems at S&S. There is not a level playing field – go back to the drawing board.

Gardiner Library: \$232,000 question

Ira Margolis, Village resident, stated Josh Honig eloquently stated his position on the library. It is absurd to ask for that kind of money. This is wrong is this economy when it is not necessary.

**Old Business**

Sign Law – changes directory signs to list multiple businesses if only 5 not a directory sign.

Info kiosk – charitable, service added or religious organization and institutions ??????????

Ladder sign 4 horizontal cross pieces

Rail trail kiosk--Sign measurement--Street numbered sign =Window setback—Condition Exempt – 2

Q Shopping Center not plaza--Rail Trail Kiosks--Temporary Seasonal

Councilwoman Brown does not want to wait for comprehensive plan, she thinks we should act tonight and set uniformity of design.

Councilman Logan stated the Planning Board will act as design –improving design standard.

140-112 uniform color for directory signs – uniform background – directory signs must incorporate one common background color.

Supervisor Hokanson made a motion to send changes to Attorney Moriello as recorded tonight. Seconded by Councilman Logan, all aye votes cast, motion carried.

Break taken

**Update on building maratorium** – Supervisor Hokanson questions will check with Joe Moriello on Monday.

Wetlands – Comments from Dennis Doyle of Ulster County Planning Board were forwarded to Dave Gordon. No ENCB comments yet. Send Dennis' comments to ENCB

Outdoor Stoves – Joe Moriello was writing into law. Supervisor Hokanson will ask when they meet on Monday.

**Dental Insurance Plan** – current rates employees \$38.88 going to \$44.71. Asked insurance agent to review other plans. 1<sup>st</sup> Ameritus – employee plan \$30.80 with spouse \$63.08 childless – suggest a change to insurance companies. Councilwoman Brown still pushing Gardiner plan. If changing, plan changes Nov 1 people switch over Jan 1 they will pay higher rates now. Councilmembers Lewis, Brown Williams and Lewis agree on changing. Councilman Logan said he is happy to save money but questioned if employees will be spending more money and is this best for employees.

**Electric Supplier** – Councilman Logan indicated he is not ready to discuss tonight.

Windpower – Supervisor Hokanson consider getting rid of the other one. Standard rate for the year. Table

Councilwoman Brown questioned drop MXE to go back to Central Hudson. Supervisor Hokanson responded *yes* and more time to decide on the other one. 12 month was better deal.

**P U D law:** Councilwoman Brown at conferences – amend law give density bonuses for purely green actions rather than currently given for.

**Prepays:**

Councilman Logan moved to pay prepay budget code AAA52214304040, Payroll, CE; voucher #90002 for \$110.08 to Lynn Karge. Seconded by Councilman Lewis, all ayes votes cast, motion carried.

Councilman Logan moved to pay prepay budget code AAA52213404040, Budget, CE; voucher # 90001 for \$331.25 to Patti Kane, seconded by Councilman Lewis, all aye votes. Both prepays are reimbursement for travel expenses.

**Approval of minutes** of September 17 & 24 and October 15 with changes: Councilman Logan made a motion to approve and to be posted. Seconded by Councilwoman Brown all aye votes cast, motion carried.

At 11:41 p.m. Councilman Logan made a motion to adjourn. Seconded by Councilwoman Williams, all aye votes cast, motion carried.

Budget meeting presentations: Police Chief on October 27; Recreation and Youth on November 5.

Respectfully submitted

Marian Cappillino  
Town Clerk