

**Rochester Preservation Board Minutes  
October 7, 2020**

CASE # / FILE #	ADDRESS	RECORD OF VOTE	DECISION
<u><b>Case 1/ A-016-20-21</b></u> To install an approximately 9 square foot exterior illuminated, projecting blade, business sign, and window signage reading “Utica Hemp, Co.” at the front facing façade of this mixed use building.	701 Park Avenue	<b>Held by the Board</b>	
<u><b>Case 2/ A-017-20-21</b></u> To install two externally illuminated signs reading “Store Space” each measuring 96 square feet, and attached to the north and south sides of this self-storage facility, and; to install four smaller non-illuminated signs to the first floor, south side of the building.	48 King Street	7-0-0	<b>Approved on Condition</b>

**Rochester Preservation Board Members Present:**  
 Beardslee, Cain, Carretta, DeVinney, Dobbs, Matthews, Solberg

**Absent:**  
 Gamm

**CONDITIONS:**

**Case 2/ A-017-20-21**

APPROVED with the waiver of certain requirements in section 120-72F(5) applying to signage in the City Center District – Cascade District, ON CONDITION that:

1. The four proposed secondary signs at the first floor of the building shall be standardized to a common height;
2. The red lock logo proposed as part of the two primary business signs shall be centered at their proposed location on the vertical pier of the building surface between the windows and recessed building surface at the sixth floor of the westernmost portion of both the north and south façades;
3. The spacing of letters in the word “Space” on both of the primary “Store Space” business signs shall be increased slightly for better readability.