

**TOWN OF LANSING ZONING BOARD OF APPEALS  
MEMORANDUM**

TO: ZONING BOARD OF APPEALS MEMBERS  
FROM: MICHAEL H. LONG, AICP  
RE: **DOLLAR GENERAL**  
Area Variance Request – ADVERTISING SIGNAGE –  
DATE: March 23, 2016

The applicant’s representative Caryn Mlodzianowski, P.E., of Bohler Engineering appeared before the Planning Board at the March 14, 2016 meeting for the Final Plat Review of the proposed Dollar General Subdivision and Site Plan proposal. The proposal was for a one-lot subdivision with the construction of a 9,100 square foot building and site plan improvement on approximately 2.17 +/- acres on a portion of # 37.1-2-53.21 within the (B1) Commercial Mixed Use Zone. The “Site Plan” and One-Lot Subdivision approvals were granted at the March 14, 2016 Planning Board meeting. That meeting included the SEQRA Negative Declaration for the Site Plan and subdivision.

**Project Overview:** The Town Board adopted the current Lansing Land Sign Ordinance on February 26, 2014. The Planning Board resolution contained approval for the general location of the signs as long as they were in compliance with the current sign ordinance unless granted a variance by the ZBA for a different size / height than currently allowed. As the ZBA members may know, the final site plan included a secondary driveway entrance from Cayuga Vista Drive due to the traffic volumes on N.Y.S. Rt. 34. The Tompkins County 239 Review noted that this area is designated as a “Scenic Byway” and that precautions should be taken add additional landscaping, signage and control driveway access to both parcels. This was accomplished through a shared driveway with an easement connecting the second potential development site.

According to the current Town of Lansing Sign Ordinance, this site is located in the B1 Commercial Mixed Use Zone. This request is being submitted by All Brite (Sign Company) on behalf of Dollar General. They are currently permitted to a maximum of two signs with a maximum of 48 square feet in size each. The developer is requesting a free standing sign located at the Rt. 34 entrance (location approved by the site plan approval) and also a building mounted sign across the front elevation.

**Area Variance Requests:**

1. The Building Sign is proposed for 26 foot by 3.75 foot or 97.5 square feet and the maximum permitted area is 48 square feet. Code Enforcement Officer Lynn Day has been in conversation with the Town of Dryden that has a new similar sized Dollar General store which has an 18 foot by 1.5 foot sign (27 square feet).
2. Free standing sign – proposed 10 feet ½ inch by 5 feet ½ inch or 50.63 square foot sign each side (48 square feet maximum permitted). Dryden has permitted a 4 x 8 = 32 square foot free standing sign at their location.
3. Free standing sign Height – proposed a 20 foot mounting height. Maximum permitted height in the Town of Lansing is 15 foot overall height.

**Staff Recommendations:** The Planning Board approved site plan for the overall Dollar General project which included the free standing sign location. The Planning Board made a very specific recommendation that the ZBA should not grant the request #3 free standing sign height area variance. The Planning Board discussed the proposed 20 foot height as proposed as excessive and difficult to read. In addition, the Tompkins County 239 Review also indicated the “Scenic By-ways” and the importance of travels throughout the region.

If the Dryden Dollar General is the same sized building and can utilize signs within the sign area regulations of the Town of Lansing, then the staff recommendations that they should comply with the current town of Lansing sign regulations.