



AGENDA
Design Review Committee Meeting
April 14, 2025, 3:30 P.M.
Corning City Hall, Second Floor
Central Conference Room

1. Call to Order and Attendance
2. Approval of February 10, 2025, Meeting Minutes
3. Old Business: None
4. New Business
 - 23 W. Market Street-Adam's Barbershop
Projecting Sign, Sandwich Board, Window Lettering
5. Additions to the Agenda
6. Next Meeting Date: May 12, 2025

**Minutes of the Design Review Committee Meeting
February 10, 2025
Corning City Hall, Second Floor Conference Room**

Present: Jennifer Miller, Chair
David Dowler, Member
Diane Marshall, Member
Caroline Haradon, Member

Also Present: Lorie Crooker, Planning Secretary

Visitors: Tara Ramaiah, Gaffer District

Absent: Jesse Gardner, Member

The roll call was taken, and a quorum was present. The Design Review Committee Meeting was called to order at 3:31 p.m. on February 10, 2025.

The Committee considered the minutes of the January 13, 2025, meeting.

MOTION by Marshall

To approve the minutes of the January 13, 2025, meeting.

SECONDED by Haradon

Roll Call: Miller, Dowler, Marshall, Haradon - Aye

Absent: Gardner

MOTION CARRIED

OLD BUSINESS:

NEW BUSINESS:

18 W. Market Street-babes, bagels + beans

Jennifer Miller presented the application for babes, bagels + beans.

She told the committee that the applicant is asking for approval to do a Façade sign, Double sided Projecting Sign and Window Lettering.

MOTION by Miller

To approve the application as presented.

SECONDED by Dowler

Roll Call: Miller, Dowler, Marshall, Haradon – Aye

Absent: Gardner

MOTION CARRIED

ADDITIONS TO THE AGENDA:

The meeting was adjourned at 3:40 p.m.

The next meeting is scheduled for **March 10, 2025, at 3:30 p.m.** If there is business to discuss, otherwise, the meeting will be cancelled.

ADDRESS, OWNER, APPLICANT

Address of Work Site:	23 West Market Street	
Property Owner's Name, Phone:	James V. Cavallo	[REDACTED]
Property Owner's Signature for Authorization to Apply:		
Property Owner's E-mail Address:	[REDACTED]	

Name of Business:	Adam's Barbershop	
Business Owner's Name:	Ledys Cecilia Diaz Benjumea	
Business Owner's Address, Phone:	23 West Market Street, Corning, NY 14830	[REDACTED]
Business Owner's E-mail Address:	[REDACTED]	

I hereby apply under the Code of the City of Corning, New York, set forth above, and I certify that the statements contained in this application are true to the best of my knowledge and belief. I do understand that a Certificate of Compliance is required after the completion of the work performed under the permit.

Applicant's Name: Ledys Cecilia Diaz Benjumea (Owner) (Lessee) (Agent)

Address of Applicant: 23 West Market Street, Corning, NY 14830 Phone Number: [REDACTED]

Applicant's E-mail Address: [REDACTED]

Signature of Applicant: (representative) Date: 3/14/25

OFFICE USE ONLY		<input type="checkbox"/> CC Review
Design Review Committee Remarks	<input type="checkbox"/> APPROVED	<input type="checkbox"/> DENIED
	<input type="checkbox"/> Historic Landmark - Review Required	<input type="checkbox"/> N/A*
Chairperson Signature		Date
Unless otherwise stated in the remarks this recommendation is valid for a period not to exceed six months		

- * N/A - Sign is not located in a Recognized District. Design Review Committee review is not required.
- Design Considerations:** The Design Review Committee's review shall include but is not limited to the following considerations:
- District Consistency:** Signs shall be consistent with the Recognized District in accordance with Article VI
 - Architectural Complement:** The design of signage shall be respectful of architectural style and setting of the building or use which it is located and of adjacent buildings or uses. The design should fit the given facade, complementing the building's architectural features or defining characteristics.
 - Orientation:** The design shall be oriented and scaled to reflect the scale and character of movement of people around the building, with emphasis primarily on the pedestrian and slow moving traffic.
 - Workmanship:** Design, selection of materials, and workmanship shall be of high quality in appearance and character, complimentary to the materials and character of the building, and convey a sense of permanence and durability. All parts of any sign must be of such materials or treated in such a manner that normal rainfall, moisture or sunlight will not harm or deface the surface.
 - Original Signage:** Where the character and design of historically significant signage is found on a building, every effort should be made to meet contemporary signage needs with signs designed in keeping with the building's historic signage.
 - Scale:** The size of proposed signs shall be compatible with the scale of the overall building, with the scale and character of the building's architectural features, and with the character of the specific sign location.
 - Colors:** Colors on signage shall be selected which complement the character and color pattern of the building. A sign should not, by virtue of its color, be distracting from the design and character of the building on which it is located.
 - Illumination:** Illumination of signage shall be compatible with the character of illumination already existing on the building and on surrounding buildings, on existing appropriate signs in the vicinity, and the character of illumination along the pedestrian areas adjacent to the building.
 - Multiple Signs:** Where multiple signs occur on single occupant or multiple occupant buildings, there should be a common pattern and character among such signs.
 - Awnings, Canopies and Marquees:** The shape and size of Awnings, Canopies, Marquees and similar devices shall correspond to the shape, character, and size of the opening over which they will be installed, and should fully fill the width of the individual opening or door opening.
 - Freestanding Signs and Sandwich Boards:** The placement of freestanding signs and Sandwich Boards in relationship to the distance between other Freestanding signs and Sandwich Boards.
 - Appropriation of Square Footage:** Where multi-tenant facilities exist and share common space that may be utilized for signage, such space shall be shared equally between them.

Sign Application for Properties located in C, CL, I, and BD Zones and The Denison Parkway District

Address of Site:	23 W. Market Street, Corning, NY 14830	Name of Business:	Adam's Barbershop
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Check all that apply to:

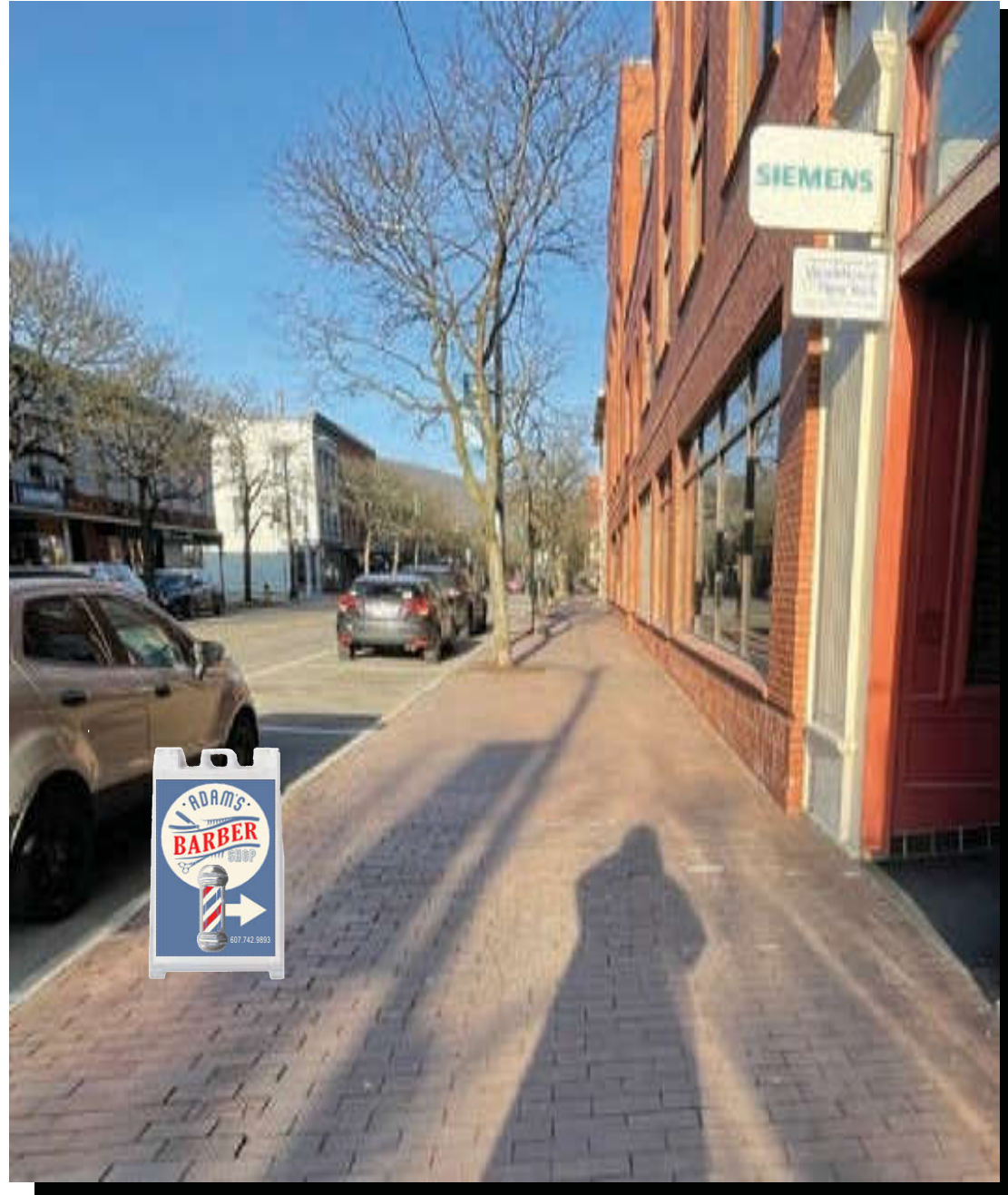
Sign	EXISTING Sign Type	Permit#	Action	Sign	PROPOSED Sign Type	SqFt
<i>Residential uses - only 2 signs permitted</i>				<i>Residential uses - only 2 signs permitted</i>		
Sign 1	<input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Other _____		<input type="checkbox"/> Be Removed <input type="checkbox"/> To Remain	Sign 1	<input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate	
Sign 2	<input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Other _____		<input type="checkbox"/> Be Removed <input type="checkbox"/> To Remain	Sign 2	<input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate	
<i>Other than Residential uses - 3 signs for front occupancy facade and 2 signs per other facades not to exceed 5 cumulatively**</i>				<i>Other than Residential uses - 3 signs for front occupancy facade and 2 signs per other facades not to exceed 5 cumulatively**</i>		
Front Facade Sign 1	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign <input checked="" type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering	Siemens proj. sign	<input type="checkbox"/> Be Removed <input checked="" type="checkbox"/> To Remain	Front Facade Sign 1	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign* <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering <input checked="" type="checkbox"/> Sandwich Board	6 sq. ft.
Front Facade Sign 2	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering <input checked="" type="checkbox"/> Sandwich Board	West End Barbershop sandwich board	<input checked="" type="checkbox"/> Be Removed <input type="checkbox"/> To Remain	Front Facade Sign 2	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign* <input type="checkbox"/> Projecting <input checked="" type="checkbox"/> Window Lettering	.875 sq. ft.
Front Facade Sign 3	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign <input type="checkbox"/> Projecting <input checked="" type="checkbox"/> Window Lettering	West End Barbershop door decal	<input checked="" type="checkbox"/> Be Removed <input type="checkbox"/> To Remain	Front Facade Sign 3	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign* <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering	
Other Facade N S E W Sign 1	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign <input type="checkbox"/> Projecting <input checked="" type="checkbox"/> Window Lettering	Gold "23 West" lettering on front door entrance	<input type="checkbox"/> Be Removed <input checked="" type="checkbox"/> To Remain	Other Facade N S E W Sign 1	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign* <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering	
Other Facade N S E W Sign 2	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering		<input type="checkbox"/> Be Removed <input type="checkbox"/> To Remain	Other Facade N S E W Sign 2	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign* <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering	
Other Facade N S E W Sign 3	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering		<input type="checkbox"/> Be Removed <input type="checkbox"/> To Remain	Other Facade N S E W Sign 3	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign* <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering	
Other Facade N S E W Sign 4	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering		<input type="checkbox"/> Be Removed <input type="checkbox"/> To Remain	Other Facade N S E W Sign 4	<input type="checkbox"/> Awning <input type="checkbox"/> Copy-Change <input type="checkbox"/> Facade <input type="checkbox"/> Freestanding <input type="checkbox"/> Home Occupation <input type="checkbox"/> Nameplate <input type="checkbox"/> Pole Sign* <input type="checkbox"/> Projecting <input type="checkbox"/> Window Lettering	

*Pole Signs are permitted for approved gasoline service station or drive-through uses only.
 **Signs are permitted on side facades only where building facade faces a parking lot or street.

PROPOSED SIGNAGE: 23 W. Market Street

SANDWICH BOARD SIGN: Qty (1) double-sided sign
36" h x 24" w (6 sq. ft.)
Largest letter ht: 3.75"

Sandwich Board signs: Permitted for First floor uses only. Only permitted where the sidewalk exceeds 8' and shall be located within 4' of the curb. Max sign area per face is 10 sq. ft. Max height to top is 40". Max letter size is 8" high.



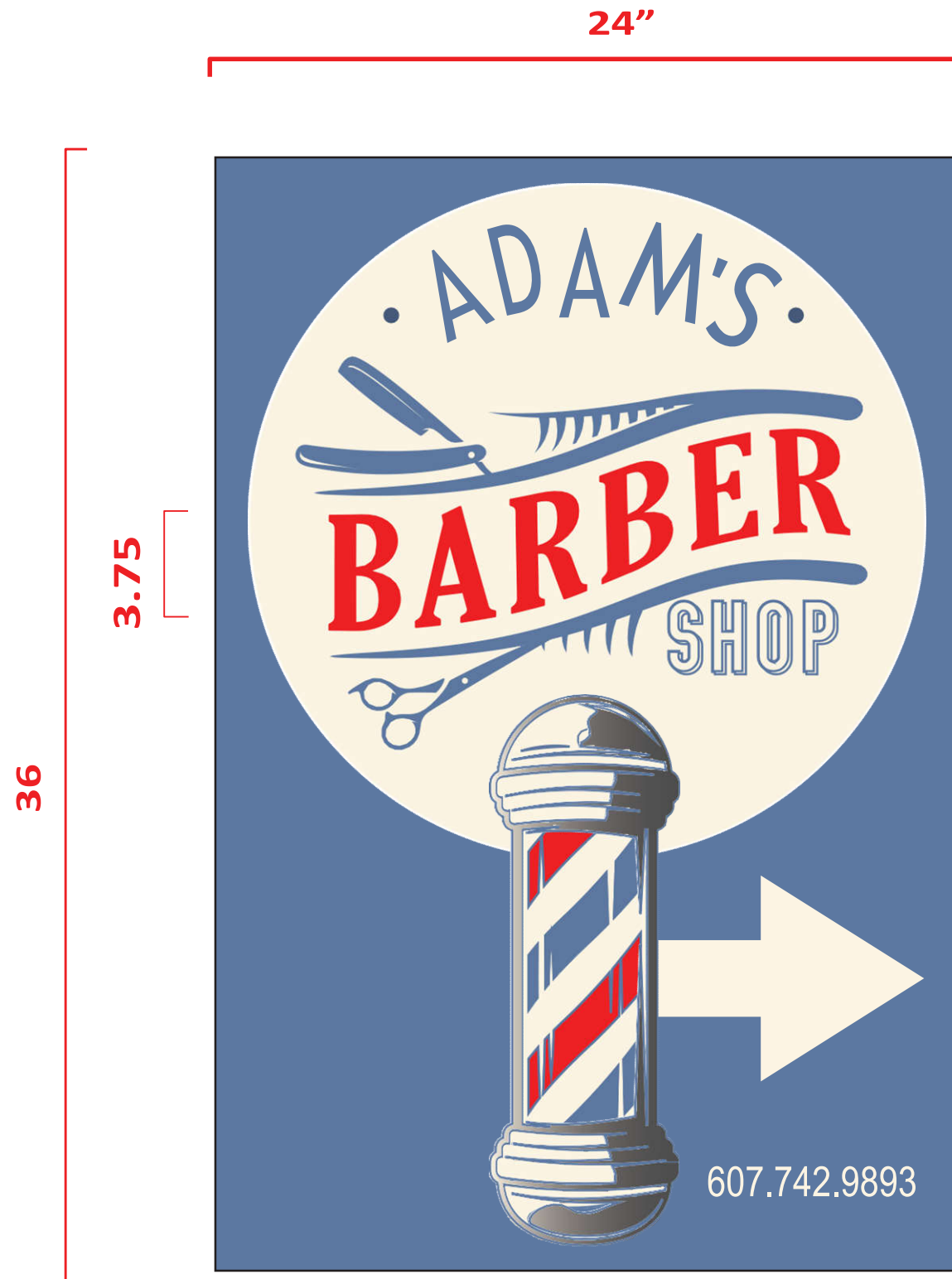
DOOR DECAL: Qty (1) decal for door glass pane
Total door glass area: 23" h x 71" w (11.18 sq ft)
"23 West": 5.25" x 20" w (.73 sq ft)
Largest letter height in decal: 1.8"
Proposed door logo: 10.5" h x 12" w (.875 sq ft)
Total % of vinyl to glass pane: 14.3%

Window Lettering signs: Affixed to a window or series of windows facing a single street or right of way. Area of Window Lettering signs shall comply with the following:

a. Multiple Signs. A maximum of one window lettering sign is permitted per window pane or framed window area on the ground floor and shall not occupy more than twenty (20) percent of the total transparent glass area of those windows on the ground floor of that use.



23 W. Market PROPOSED D/S SANDWICH BOARD SIG



Side 1



Side 2

23 W. Market PROPOSED FRONT DOOR DECAL



EXISTING 23 W. MARKET FRONT

