

TOWN OF CLARKSON ZONING BOARD OF APPEALS MEETING
Held at the Clarkson Town Hall
Wednesday, June 17, 2026, at 7:00 PM

Board Members

Conrad Ziarniak, Chairperson
Joseph Perry
Howard Henick
Peter Connell
Colleen Mattison *

Support Staff

Keith O'Toole, Town Attorney*
Stephen Frosini, Code Enforcement*
Andrea Rookey, Building Department Clerk

Excused *

CALL TO ORDER:

C. Ziarniak called the Zoning Board meeting to order at 7:00 p.m. and led all those present in the Pledge of Allegiance with a moment of silence for veterans and first responders.

PUBLIC HEARING:

Applicant: Harsch Crisp Seaman Memorial Association
Property Owner: Harsch Crisp Seaman Memorial Association
Address: 222 West Ave
Zoning: MU-O

Applicants are requesting an area variance to allow a digital sign to replace the current sign not in accordance with Town of Clarkson Code 140-24.24.13F (1) Prohibited signs. (1) Digital signs shall be prohibited in the Town of Clarkson.

C. Ziarniak read the Legal Notice aloud to the public present

J. Cangen said that their desire is to replace the current sign with a digital sign. The prenominal wind blows to the West and the letters blow off. Often needing to be collected by neighbors. The digital sign would only advertise Area Vets Club events. The sign is 2ft 11in by 7ft 1/2in, and the panel above 2ft by 89in which is roughly 16 sq ft.

C. Ziarniak stated the measurements proposed regarding the sign are under the maximum allowance of 40sq ft

C. Ziarniak asked what would be displayed on the sign and mentioned that he did not want to infringe upon the club's freedom of speech.

J. Cangen said that the sign would only be utilized for Area Vets Club events.

C. Ziarniak asked if they could only display one event at a time, remaining static, with no temperature and date display or flashing due to concern of safety. He further explained the messages should be concise to minimize the time viewing the screen or distractions.

J. Cangen said that only displaying one event for a long period can burn the image into the digital sign.

H. Henick asked who would control the events on the sign

J. Cangen said that the events posted would be agreed upon by the 5 committee members

H. Henick asked if there was something stated in their bylaws or SOP's

J. Cangen said no but they could add that.

C. Ziarniak asked if the applicants could give an estimate of how many events can be in one month at most

T. Rumbaut said that they have 5 events at most a month

C. Ziarniak asked if they would cycle through each of the events held during the month.

T. Rumbaut said yes

H. Henick said that typically the rate of change for the slides is 3-5 seconds and asked what they would choose to place the rate of change at to display the events

J. Cangen said that they would be relying on the sign company's research to choose the speed.

J. Perry asked if the sign would auto dim to match the sun cover
T. Rumbaut said yes

C. Ziarniak opened the Public Hearing

C. Ziarniak said that an email was received on behalf of the Brockport Exempt from the Vice president Chris Martin, stating that they are in favor of the new digital sign.
Junior Vice President of the Exempts attended in favor of the digital sign

C. Ziarniak asked A. Rookey if there were any other comments relayed to the building department regarding the digital sign

A. Rookey said no.

C. Ziarniak motioned to close the Public Hearing

H. Henick seconded

Unanimously carried

C. Ziarniak mentioned that he is concerned about the sign being the first ever digital sign ever in the Town and would like it to remain conservative with the display and messages

C. Ziarniak motioned SEQR is determined a type II action not subject to further environmental review

J. Perry seconded

Unanimously carried

C. Ziarniak read the questions for determination aloud,

1. What benefit will be derived by the applicant who is seeking this variance?

Applicant answered, "Easier to inform the public of happens at the Vets Club like, dinners, events and ceremonies."

C. Ziarniak said that he agrees the sign would be a benefit because it is more efficient than the current signage

2. What undesirable changes will be produced in the character of the neighborhood by the granting of the area variance?

Applicant answered "None (take eye sore down and replace with a nice new sign)"

C. Ziarniak said that he agreed that it would not be an undesirable change if the sign remains conservative.

3. What other methods does the applicant have to achieve the benefit other than the area variance?

Applicant answered, "None really- would like a more efficient and professional way to provide information of our happenings at our club to the public."

C. Ziarniak mentioned that other potential options were discussed but the digital sign is what most businesses are moving towards in today's age.

4. Is the requested area variance substantial?

Applicant answered "Yes, it is the process to have the Town approve our new sign"

C. Ziarniak said he believed that the variance is not substantial in size and included that digital signs are becoming the new nature.

H. Henick said that he agreed that signs are becoming digital to fit with the modernization of technology

5. Will the proposed variance has an adverse effect or impact on the physical or environmental conditions in the neighborhood?

Applicant answered "No"

C. Ziarniak said no, if conditions stated in the approval are followed.

6. Was the alleged difficulty self-created? Note: If the difficulty was self-created, it is relevant to the decision of the ZBA but does not necessarily preclude the granting of an area variance.

Applicant answered “By wanting to upgrade our sign to digital, the variance is required”

C. Ziarniak said that this question is not applicable

P. Connell motioned to approve area variance for the digital sign with the following conditions:

1. The sign shall only display Area Veterans Club events and the date, time and temperature
2. The sign shall be still frames only
3. One image per frame relating to the event only with exclusion of allowing the flag to be displayed at any or all times
4. Illumination to be maintained in “like-new” condition
5. The brightness intensity of the sign panel shall correlate with external lighting
6. The sign shall always be illuminated and between night hours shall be at ambient lighting of 5% and shall be subject to change by the Zoning Board of Appeals
7. The rate of change shall be subject to change by the Zoning Board of Appeals
8. The message content shall remain concise.
9. The Area Veterans Club bylaws shall state the Zoning Board of Appeals conditions of this area variance approval for the digital sign

H. Henick seconded

Unanimously carried

REVIEW MINUTES:

H. Henick motioned to approve the minutes from 6/3/2026 with corrections

P. Connell seconded

Unanimously carried

ADJOURNMENT:

C. Ziarniak motioned to adjourn at 8:30PM

J. Perry seconded

Unanimously carried

NEXT MEETING:

The next meeting of the Zoning Board of Appeals will be Wednesday, July 1, 2026, at 7:00 PM held at the Town Hall.

Respectfully submitted, Andrea Rookey