

Chris Mueller

From: Greg Seigfred
Sent: Thursday, January 8, 2026 3:44 PM
To: James Brooks - Custom Sign Center; Lori Stid
Cc: Chris Mueller
Subject: RE: 720 PV Rd variance

No need to resubmit, we will accept this email as acknowledgment of the two adjustments. We'll mark up the copies you've already provided. Thanks for the response.

Greg Seigfred
Director of Building & Codes
Town of Perinton
1350 Turk Hill Rd.
Fairport, NY 14450
585-223-0770

From: James Brooks - Custom Sign Center <james@customsigncenter.com>
Sent: Thursday, January 8, 2026 3:00 PM
To: Lori Stid <lstid@perinton.gov>
Cc: Chris Mueller <cmueller@perinton.gov>; Greg Seigfred <[REDACTED]>
Subject: RE: 720 PV Rd variance

[CAUTION: This email originated from outside of the organization. Do not click on links or open attachments unless you recognize the sender and know the content is safe]

Lori,

My apologies for the discrepancies, What do you need me to do to remedy this? Is this e-mail sufficient or do I need to resubmit the document?

James Brooks
Project Manager
Direct Line | 614-300-4236
james@customsigncenter.com



Custom Sign Center Inc.
3200 Valleyview Drive | Columbus, OH 43204
P: 614-279-6700 Ext 225 | F: 614-279-7525
www.customsigncenter.com

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From: Lori Stid <LStid@perinton.gov>

Sent: Thursday, January 8, 2026 2:32 PM

To: James Brooks - Custom Sign Center <james@customsigncenter.com>

Cc: Lori Stid <LStid@perinton.gov>; Chris Mueller <cmueller@perinton.gov>; Greg Seigfred [REDACTED]

Subject: FW: 720 PV Rd variance

Importance: High

Jim,

Your application was reviewed by Director of Building & Codes, Greg Seigfred. Please note the discrepancies and write back to this e-mail so that can add this to your application packet. We will need to do this no later than 9 am tomorrow morning in order to advertise for you to be on the agenda for the January ZBA meeting.

Lori Stid

Director of Volunteer Boards

Liaison Conservation, Sustainability Advisory & Historic Architecture Commission Boards

Assistant to Town Attorney

Town of Perinton

1350 Turk Hill Road

Fairport, NY 14450

tel – 585-223-0770 & fax 585-223-3629

Lstid@perinton.gov

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[Town Code](#)

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From: Greg Seigfred <[REDACTED]>

Sent: Wednesday, January 7, 2026 11:41 AM

To: Lori Stid <LStid@perinton.gov>; Chris Mueller <cmueller@perinton.gov>

Subject: 720 PV Rd variance

Attached is pg. 2 of the Tim Horton's variance application with mark ups showing two discrepancies. I assume the applicant will be ok acknowledging these.

Thanks,

Greg Seigfred

Director of Building & Codes

Town of Perinton

1350 Turk Hill Rd.

Fairport, NY 14450

PLEASE NOTE: The Town of Perinton is transitioning its official email domain from **perinton.org** to **perinton.gov** to comply with recent New York State legislation. All outgoing emails will soon be sent from addresses ending in @perinton.gov.

During this transition, emails sent to our previous @perinton.org addresses will continue to be received. To ensure uninterrupted communication, please update your address books and safe sender lists to reflect our new @perinton.gov email addresses.

ORIGINAL
GUV W/LL
25-0010



TOWN OF PERINTON

1350 TURK HILL ROAD, FAIRPORT, NEW YORK 14450-8796
(585) 223-0770, Fax: (585) 223-3629, www.perinton.org

RECEIVED
DEC 22 2025
TOWN OF PERINTON

NUMBER 25-0010 FEE \$ 150
(verify fee with staff)
MEETING DATE 1/21/26

APPLICATION FORM - AREA VARIANCE - COMMERCIAL

Please see Zoning Board of Appeals Procedures and Application Requirements

1. APPLICANT

Name James Brooks (Custom Sign Center) Phone [REDACTED]
Mailing address 3200 Valleyview Dr City Columbus, OH Zip 43204
Interest in Property: Owner Lessee Other Sign Contractor

2. PROPERTY OWNER (if other than applicant)

Name PVR LLC Phone [REDACTED]
Mailing address 130 King St. SW City Toronto CA Zip

3. ATTORNEY (if represented)

Name Phone
Mailing address City Zip

4. INTEREST: Does any officer or employee of the State of New York, County of Monroe, or Town of Perinton have any interest in the owner/applicant or the subject property?

Yes No

If yes, who?
Name Address

INTEREST (explain):

5. LOCATION: Street Address OR tax id # if no street address given
720 Pittsford Victor Rd. 179.10-1-26.11

6. SIZE OF PARCEL: .73 acres

7. PRESENT USE OF PROPERTY: Tim Hortons - General Commercial

8. ZONING DISTRICT: ~~General-Commercial~~ TAX ACCOUNT # 179.10-1-26.11

Mixed Use A

9. APPLICATION FOR VARIANCE OF CODE SECTION(S):
174-6 D, 174-9 E2-3

10. DESCRIBE SPECIFICALLY THE NATURE OF YOUR REQUEST:
Variance to the allowable square footage and roof mounting of signage
50.4 square foot of signage is permitted and we are requesting a variance of .85 sq. ft.
(for a total sign area of 551.25 sq. ft.) We are also seeking permission to have a roof
mounted sign.

11. DESCRIBE THE LOCATION, USE AND SIZE OF STRUCTURES, AND OTHER
LAND USES WITHIN 100 FEET OF THE BOUNDARIES OF THE SUBJECT
PROPERTY general commercial properties

12. HOW SUBSTANTIAL IS THE VARIANCE REQUESTED IN RELATION TO THE
CODE?

CODE REQUIRES: 1.5 sq ft per linear foot of building = 50.4

REQUEST IS: for an additional .85 sq. ft.

13. WILL GRANTING YOUR REQUEST RESULT IN AN INCREASE IN POPULATION DENSITY? NO YES _____ IF YES, WHAT EFFECT WILL THIS HAVE ON AVAILABLE GOVERNMENT FACILITIES?

14. WILL YOUR REQUEST RESULT IN A SUBSTANTIAL CHANGE IN CHARACTER OR BE DETRIMENTAL TO SURROUNDING PROPERTIES? NO YES _____

15. CAN THE DIFFICULTY WHICH LEADS YOU TO APPLY FOR THIS VARIANCE BE SOLVED IN ANOTHER MANNER? NO YES _____ *If yes how?*

The building design does not support a wall mounted sign on the front of the building
The size of the signage, if smaller would not fit within the brand standards and may not meet the needed brand recognition

16. WHY DO YOU FEEL YOUR VARIANCE REQUEST IS PROPER?

Signage size and mounting method are necessary to make the property visible and to portray branding of said property consistent with branding standards set forth by Tim Hortons

17. IS THIS PROPERTY IN A LIMITED DEVELOPMENT DISTRICT? NO _____ YES _____

I certify that the information supplied on this application is complete and accurate, and that the project described, if approved, will be completed and the premises used as stipulated in this request.

Signature of Applicant *James Brooks* Date 12/22/25

Printed name of Applicant James Brooks

Property Owner (If other than applicant)

I have read and familiarized myself with the contents of this application and do hereby consent to its submission and processing.

Signature of property owner *Corey Morris* Date 12/22/25

Printed Name of property owner Corey Morris

Date: 12/18/25

To: Town of Perinton Zoning Board of Appeals / Planning Board

Property Owner: PVR LLC

Property Address: 720 Pittsfield Victor Rd

Applicant/Agent: Custom Sign Center (James Brooks)

Contractor (if applicable): Custom Sign Center

Dear Board Members,

I am submitting this Letter of Intent as part of my application to the [Zoning Board of Appeals / Planning Board] for the property located at [insert address]. The purpose of this application is to request a [brief description of relief or project approval sought, e.g., area variance for side yard setback, site plan approval for new garage, etc.].

Project Summary:

We are requesting a variance to the square footage allowable and permission to erect a roof mounted set of channel letters at the subject property.

Planning Board Criteria (complete or indicate N/A):

- Project location and relation to adjacent parcels within 500 feet: 720 Pittsford Victor Rd. Pittsford NY currently known as Tim Hortons
- Grading, drainage, and utility plans summary: N/A
- Lighting plan (if applicable): Illuminated signage utilizing internal LED illumination
- Landscaping plan: N/A
- Dumpster location, fencing, HVAC units, or other external site features: N/A

Zoning Board of Appeals – Area Variance Criteria:

1. **Neighborhood Character** – Explain how the request will (or will not) alter neighborhood character or adversely impact nearby properties:

This property is zoned Mixed use and is the current site of Tim Hortons. The signage requested will not greatly affect the existing character of the zoning district as it is currently and will remain a commercial enterprise. This signage proposal is in keeping with the neighboring properties and has been approved by the Architectural Design Review Board

2. **Alternative Methods** – Describe whether there are other feasible methods to achieve the same benefit without the variance:

The signage as proposed is the least invasive method of advertising available to the business.

3. **Substantiality** – Explain whether the request is substantial and justify the scope:

The size of the signage is not greatly larger than the permitted 50.4 square feet (a variance of .85 square feet is requested). The request to permit a roof mounted sign is the only option available to this business due to the structure of the building preventing a standard wall mount sign.

4. **Environmental Impact** – State whether the proposal would result in any negative environmental or physical conditions in the neighborhood:

This signage is in keeping with the physical conditions of the surrounding businesses.

5. **Self-Creation** – Indicate whether the difficulty was created by the applicant:

This difficulty is not created by the applicant due to the nature of the building onsite.

Attached are photographs of the site, elevation drawings, a survey map, and any additional materials supporting this request.

Thank you for considering this application. I look forward to the opportunity to present this to the Board.

Sincerely,

James Brooks (Custom Sign Center)

614.271.4644 james@customsigncenter.com

TIM HORTONS #911059

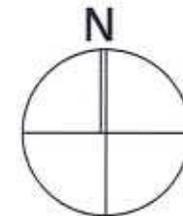
720 Pittsford Victor Rd

Pittsford, NY 14534



2A ROOF MOUNTED CHANNEL LETTERS

2B WALL SIGN

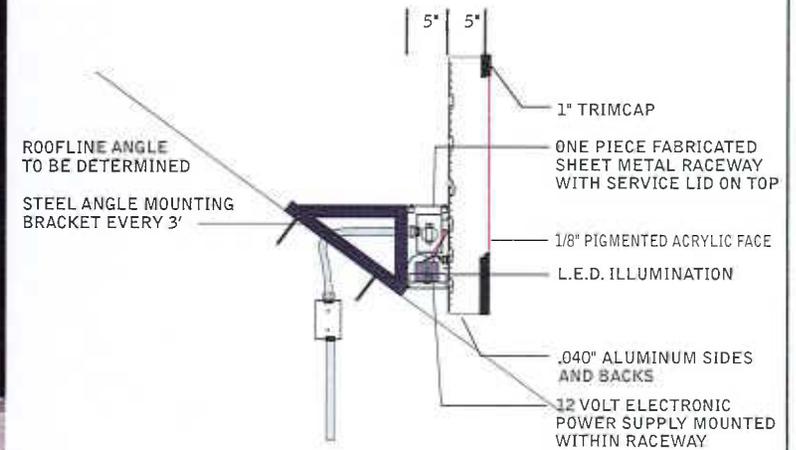
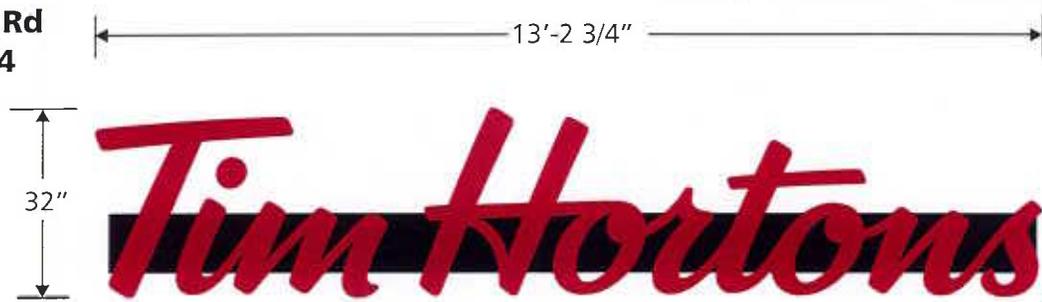


SCALE 1" : 50'

TIM HORTONS #911059
720 Pittsford Victor Rd
Pittsford, NY 14534

NON STANDARD RACEWAY MOUNT CHANNEL LETTERS

TIM HORTONS - 35.28 SQ. FT.



ALL WIRING MEETS NEC 2023 SPECIFICATIONS. SIGN TO BE WIRED TO A STANDARD 120 VOLT / 20 AMP CIRCUIT. SIGN IS A U.L. LABELED PRODUCT
 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.
 THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 900.6(A)(1) OF THE NATIONAL ELECTRICAL CODE.

SIGN TYPE	SPECIFICATIONS
■ SINGLE FACE	MODEL - TH32
■ ILLUMINATED	- .040" ALUMINUM SIDES AND BACKS PAINTED GLOSS BLACK
	- 3/16" #2283 RED PLEX CHANNEL LETTER FACES
	- 1" RED TRIMCAP
	- L.E.D. ILLUMINATION
■ ROOF	- FABRICATED METAL RACEWAY FINISHED BLACK

COLORS
<i>Tim Hortons</i>
■ 2283 RED
■ GLOSS BLACK RETURNS
■ RED TRIM CAP
■ BLACK
DATE: 10/18/18
DGNR: CR

SIGN SURVEY
<input type="checkbox"/> FACE TRIMS
<input type="checkbox"/> FASCIA COLOR
<input type="checkbox"/> RADIUS DIM.
<input type="checkbox"/> BUILDING DIM.
<input type="checkbox"/> FACADE ANGLE
<input type="checkbox"/> OTHER
SCALE: 3/8" = 1"
SALES: SHEEHY

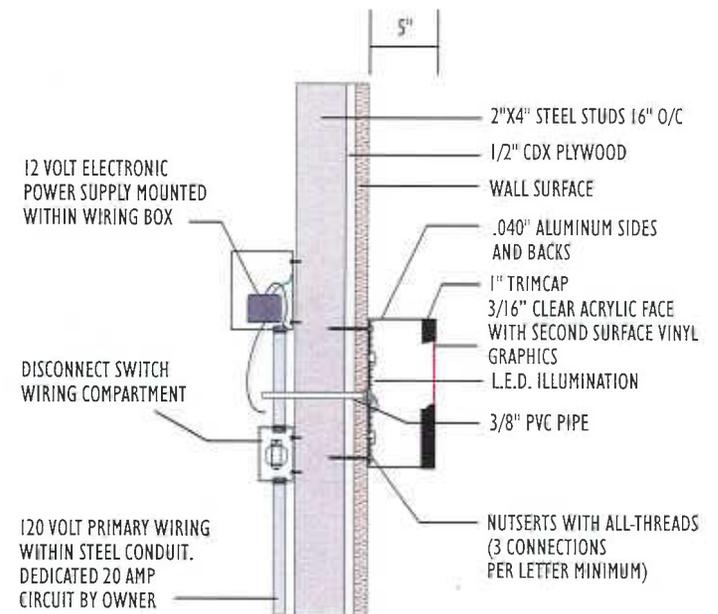
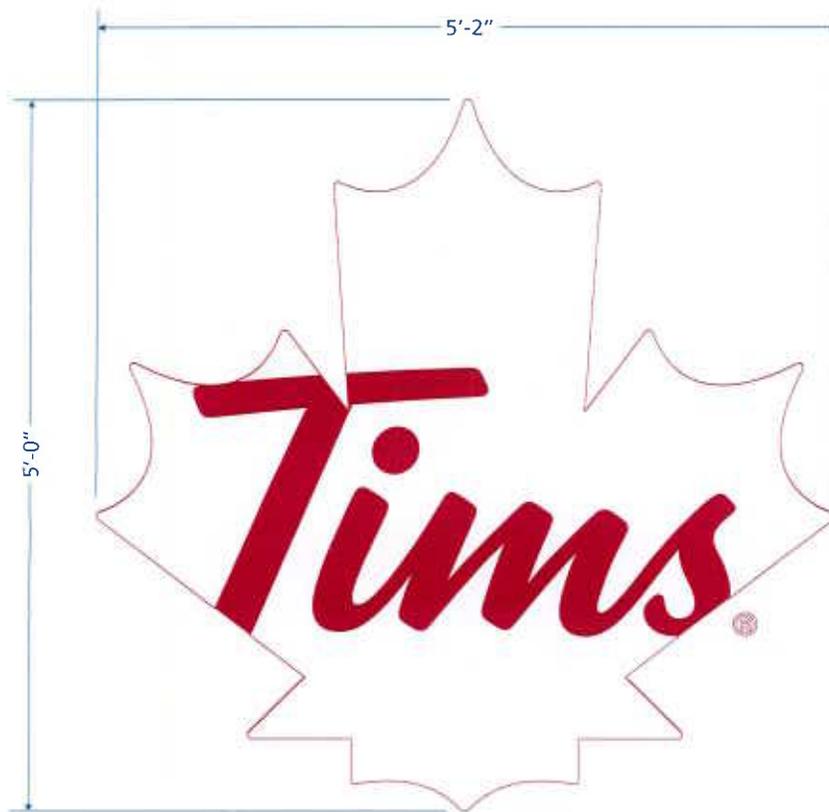
custom Full Service Sign Company
SIGN
 Center, Inc.

3200 Valleyview Drive Columbus, OH 43204
 PH: 614-279-6700 FX: 614-279-7525

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TIM HORTONS #911059
720 Pittsford Victor Rd
Pittsford, NY 14534

NON STANDARD COLOR TH60LEAF-2022
 TIM HORTONS - 16 SQ. FT.



ALL WIRING MEETS NEC 2019 SPECIFICATIONS. SIGN TO BE WIRED TO A STANDARD 120 VOLT / 20 AMP CIRCUIT. SIGN IS A U.L. LABELED PRODUCT

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6(A) (1) OF THE NATIONAL ELECTRICAL CODE.

SIGN TYPE	SPECIFICATIONS	COLORS	SIGN SURVEY
<input checked="" type="checkbox"/> SINGLE FACE <input checked="" type="checkbox"/> ILLUMINATED <input checked="" type="checkbox"/> WALL	MODEL - LEAF CHANNEL LOGO - .040" ALUMINUM SIDES AND BACKS PAINTED BLACK - 3/16" CLEAR PLEX FACES WITH 3630-33 SECOND SURFACE VINYL & DIFFUSER - 1" RED TRIMCAP - WHITE L.E.D. ILLUMINATION	Tim Hortons <input checked="" type="checkbox"/> 3630-33 RED <input checked="" type="checkbox"/> WHITE <input checked="" type="checkbox"/> BLACK BLACK RETURNS <input checked="" type="checkbox"/> RED TRIM CAP	<input type="checkbox"/> FACE TRIMS <input type="checkbox"/> FASQA COLOR <input type="checkbox"/> RADIUS DIM. <input type="checkbox"/> BUILDING DIM. <input type="checkbox"/> FACADE ANGLE <input type="checkbox"/> OTHER
		DATE: 10/18/18 DGNR: CR	SCALE: 3/4" = 1" SALES: SHEEHY

custom Full Service Sign Company
SIGN
 Center, Inc.

3200 Valleyview Drive Columbus, OH 43204
 PH: 614-279-6700 FX: 614-279-7525

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