

TOWN OF NEWSTEAD - PLANNING BOARD MINUTES
Newstead Town Hall – 6:30PM
May 18, 2026

MEMBERS

PRESENT: Tom Cowan, Chairperson
John Olaf
John Potera
Erik Polkowski
Christine Falkowski
Tim Martin
Dan Dressel (Alternate)
ABSENT: Andy Kelkenberg
Jacob Halleck (Alternate)
OTHER: Dave Miller, CEO
Julie Brady, Recording Clerk

The planning board meeting began at 6:33pm.

Pre-Application Conference for a possible start-up business located at 11720 Main Rd., C-2 Zoning District.

Greg Schimenti, 11720 Main Rd., was present seeking information regarding two businesses. Greg S. explained that he has a barn that he rents out to dog owners to exercise and train their dogs. He is also considering starting a rent-a-sign business. These 76”x 38” signs are electronic, on a 6’ x 12’ trailer. The intent is to advertise his dog business “Synergy Canine” on the sign in the paved area by the road with a message at the bottom reading “Rent This Sign” with a phone number. He currently does not own the sign, but if approved would purchase one sign to start and add more as needed. The electronic portion has adjustable brightness and is a looping display, no animation, only rolling text or images/logos.

Dave M. noted that we do not have a record of Synergy Canine at that location. If you are going to be advertising for this business you will need to apply for a Home Based Business. You are grandfathered in as a residential use in the C-2 zoning district.

Erik P. asked if this was allowable in the Rte 5 overlay. Dave M. stated yes but it needs a site plan and because it is a residential use it also needs a Home-Based Business. Erik P. stated that this is a unique scenario as you are advertising for a sign with a sign that can moved to another property Dave M. added that it is also unique because there would be two (2) businesses.

Greg S. asked how much the fee renewal would be for a temporary sign out front to advertise the sign business verses a permanent staked sign. Greg S. also explained that he would be providing a service by bringing the sign to the location and potentially helping them set it up.

John P. noted that people in Newstead would have to get a sign permit when renting and come to the planning board for approval. John P. asked how many signs he would purchase. Greg S. stated he would like to start with one and see how it goes. If the sign gets rented out, it would be to his own disadvantage not to have a sign out front.

The planning board discussed various scenarios including permanent signs verses temporary and not advertising for the dog business on the temporary sign out front. Alternative ideas would be to erect a permanent sign for the dog business and a separate sign for the sign business while storing the moveable signs in the back of the property.

Dave M. noted that he will speak with the Town Attorney regarding the signs and codes. The board appeared to be in favor of the proposal but recommended following up with Dave M. prior to submitting a site plan.

The planning board did not have a quorum to vote on the minutes from April 27th.

John P. motioned to adjourn the meeting. John O. seconded the motion. Hearing All Ayes, No Nays, the meeting was adjourned at 7:11pm.

Respectfully Submitted,

Julie Brady, Recording Clerk