

VILLAGE OF COLONIE



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SIGN REVIEW BOARD

Jim Rubino
Chairman

Alexandra Hart
Coordinator

There was a meeting held by the Village of Colonie Sign Review Board on January 23, 2020 at Village Hall, 2 Thunder Road, Albany, NY 12205. The meeting started at 6:30 p.m.

The meeting was called to order with a salute to the flag.

Roll Call:

Chairman Rubino	Present
Mr. Levy	Present
Mr. Michalski	Present
Ms. Trifiletti	Present
Ms. Pochily	Present
Ms. Dickinson	Absent
Attorney Caponera	Present
Code Officer Cerone	Absent
Coordinator Hart	Absent
Asst. Coordinator Okun	Present
Trustee Murphy	Present

Minutes from the November 21, 2019 meeting were reviewed by the present members of the board. Ms. Trifiletti a motion to approve the minutes. Mr. Michalski seconded the motion. Unanimous vote in favor to approve the minutes as amended from the November 21, 2019 meeting.

APPLICANT:

**1761 CENTRAL AVENUE
GEICO INSURANCE
(Monument & Wall Sign)**

Mr. Russ Hazen of Ray Signs and business owner Mr. Will Schrader came before the Sign Review Board to request a variance for a wall sign and monument sign. The Village of Colonie allows a wall sign or a monument sign, but not both. Mr. Hazen stated the monument sign being requested is 26.67 square feet, with the proposed setbacks being 18.5 feet from Central Avenue and 14 feet from Poplar Street. Ms. Trifiletti asked the applicant if the sign would be on private property, with Mr. Hazen stating that because the sign would be on the owner's own private property, they would not be interfering with Village, Town, or County land.

Attorney Caponera asked the applicant why exactly they were before the Board. Mr. Hazen stated that because the current sign is in, his opinion, a poor location for visibility, as well as obstructed by vegetation. Mr. Hazen explained the monument sign his client is requesting is within the code requirements for a monument sign and sees it as a necessity as the building itself sets back from the road; this will help identify the business to clients and passersby. Mr. Hazen stated the wall sign will go in the center part of the building, on a gable that will be constructed soon.

Chairman Rubino stated in the past he had no difficulty finding the Pioneer Bank sign. Mr. Schrade stated that he believes there was a reason Pioneer Bank wanted to sell their building and move across the street, nothing there is poor visibility as well as no desire to put money into the building. Chairman Rubino stated to the applicant that because they are on the corner of Central Avenue and Poplar Street, they can have 2 wall signs.

Mr. Schrade stated they want to be on the same signage level as other businesses in the area, including Subway and Hoffman's Carwash, also noting the vegetation in front of Hoffman's Carwash make it difficult to see the current signage. Mr. Hazen stated that current sign sits 42 feet from the property line. Attorney Caponera stated to the Board the applicant, by code, has the authority to have a wall sign, and the monument sign they are requesting falls within code compliance and fits with existing signs within the neighborhood.

Attorney Caponera asked the applicant if the sign falls within any Village easements, noting there appears to be a catch basin where the proposed sign is going to be located. Chairman Rubino stated there should be a 10-foot easement from the curb. Mr. Hazen asked if other signs were in the Village easements and if so what was the procedure to get them approved. Attorney Caponera stated he was unsure if other signs were in Village easements, but because of the catch basin, this now becomes a legal issue that would need to be resolved before the Board can grant a variance. Mr. Hazen asked how they would obtain a "Hold Harmless Agreement," with Attorney Caponera stating the applicant could approach the Mayor and Board of Trustees to seek approval and written consent to construct the sign. Chairman Rubino asked if the Board should adjourn the meeting until the applicant has said agreement. Attorney Caponera stated no structures could be built with the "Hold Harmless Agreement."

Ms. Pochily stated she like the old Pioneer sign the way it was, noting the popping colors should be enough to gain people's attention and the applicant would only need one sign. Mr. Schrade stated they are limited to what colors they can use. Chairman Rubino asked when the expectant move in date is, with Mr. Schrade noting that May 1, 2020 is when they are hoping to open their doors, nothing the closing Pioneer is sometime in the next week.

Attorney Caponera stated to the Board they could vote on the application and grant conditional approvals, noting the Board could approve the wall sign as it, and approve the monument sign on the condition they obtain a written approval from the Mayor and Board of Trustees for a "Hold Harmless Agreement." Mr. Michalski asked if they are denied a "Hold Harmless Agreement," would they have to resubmit for the Sign Review Board, with Attorney Caponera

stating yes, noting that if they do obtain a “Hold Harmless Agreement” the applicant would not have to return to the Sign Review Board.

Mr. Michalski made a motion to grant Geico Insurance at 1761 Central Avenue one wall sign at 13.36 square feet, as well grant a variance for a monument sign that meets the setbacks of 18.5 feet from Central Avenue and 25 feet from Poplar Street on the condition a “Hold Harmless Agreement” is obtained from the Village of Colonie Mayor and Board of Trustees. Ms. Trifiletti seconded the motion.

VOTE: Unanimous to approve the motion.

DISCUSSION

A discussion was held regarding Prime Storage and the ending of the 30-day temporary sign permit.

A discussion was held regarding the Glennpeter Jewelers sign, with Attorney Caponera stating he found the sign too bright and offensive.

A discussion was held regarding Habana Cigar Shop and the new scrolling EMC that was not approved by the Sign Review Board.

A discussion was held regarding the Village of Colonie Code Revisions, with the Board requesting a status update.

Ms. Trifiletti made a motion to adjourn the meeting at 7:10PM. Ms. Pochily seconded the motion.

VOTE: All in favor of the motion.

Respectfully Submitted,

Julianne Okun
Asst. Sign Review Board Coordinator
Village of Colonie