

VILLAGE OF COLONIE



VILLAGE HALL
2 THUNDER ROAD
COLONIE, NY 12205
(518) 869-7562 FAX (518) 464-0389

EDWARD F. SIM, MAYOR

villagehall@colonievillage.org
www.villageofcolonie.org

SIGN REVIEW BOARD

Jim Rubino
Chairman

Alexandra Hart
Coordinator

There was a meeting held by the Village of Colonie Sign Review Board on November 21, 2019 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	Present
Coordinator Hart	Present
Trustee Murphy	Present

Minutes from the September 26, 2019 meeting were reviewed by the present members of the board. Mr. Levy a motion to approve the minutes. Mr. Michalski seconded the motion. Unanimous vote in favor to approve the minutes as amended from the September 26, 2019 meeting.

APPLICANT:

**1770 CENTRAL AVENUE
PIONEER BANK
(EMC and Wall Signs)**

Mr. Terry Meisner from Saxton Signs and Mr. Frank Sarratori from Pioneer Bank were present before the Board to seek sign variance for a new Pioneer Bank building currently under construction at 1770 Central Ave. Mr. Meisner stated that Pioneer is proposing one electronic message center (EMC) sign and 5 wall signs. Mr. Meisner indicated on the colored rendering the wall signs and their placements. He stated that there is a proposed "Pioneer" to run down the center of the tower, "Pioneer" to be placed on either side of the tower facing east and west respectively. The EMC sign will run along the top of the front of the building around the west facing corner. Mr. Meisner stated that his client dropped the word "bank" off the original proposal which saved some square footage.

Attorney Caponera stated that this applicant is allowed one wall sign and meets the setback requirement. Attorney Caponera asked how many feet from ground level are the wall signs. Mr. Meisner stated that there are about 10 feet above ground level. Attorney Caponera asked if there was a rendering for the west side elevation. Mr. Meisner stated that he did not however, he indicated on the front elevation what the west side is going to look like. Mr. Meisner stated that the west elevation will have a continuation of the EMC.

Mr. Michalski wanted clarification on the total number and type of signs the applicant is requesting. Mr. Meisner stated that the EMC sign that is proposed to be on the front and west sides of the building, however the way it is installed, it is being counted as 3 signs. Mr. Meisner also stated that there is a proposal for 3 different channel letter signs, one on each side of the parapet and one running vertically down the front of the parapet. The applicant is requesting a total of 6 signs.

Ms. Trifiletti asked if the EMC would be scrolling. Mr. Sarratori stated that right now other Pioneer EMC signs scroll, however each municipality has different code requirements for these signs. Mr. Sarratori stated that he will comply with whatever the Village wants. Ms. Trifiletti asked about the brightness of the sign. Mr. Sarratori stated that he agrees that many of the EMC signs on the road today are too distracting and bright. He continued to explain that this sign will be dimmed and will not be distracting to drivers.

Mr. Sarratori stated that this proposed building and sign design is a new look and feel of Pioneer and they are looking to be seamless in the application of all new building designs. Mr. Sarratori stated that the new buildings in the Town of Colonie, Albany and Schenectady all have these scrolling signs and each municipality asks for different things. He explained that the proposed elevations are a look that Pioneer wants to be consistent amongst all buildings. Mr. Sarratori stated that he has a verbal agreement with the Town of Colonie to flash Amber Alerts and other news warnings if necessary and stated that he will be able to offer the same to the Village at this location. Mr. Sarratori continued to explain that the EMC sign can be static and will be less illuminated than the channel letters as he can control the dimness. Mr. Sarratori stated that he has no problem reducing the number of signs he is requesting, if the EMC sign remains. He explained that Pioneer is proud of their brand and its green signature.

Attorney Caponera stated that he has never seen so many signs requested at once and added that the Board recently approved a new monument sign for the plaza and Wendy's. Chairman Rubino asked what the size of the channel letters are. Mr. Meisner stated they are 18 inches high and are 6 inches deep. Chairman Rubino asked if there will be a monument sign. Mr. Sarratori stated no. Mr. Levy asked if there will be an EMC on the east side of the building. Mr. Sarratori stated that there is one proposed wall sign on the parapet, however he is offering to remove the wall signs on either parapet. Mr. Sarratori explained that leaves 4 signs requested from the original 6.

Chairman Rubino stated that he understands the signs coming from the west and front of the building as the building is easier to see traveling from the east. Chairman Rubino asked if the

applicant would be comfortable getting rid of the EMC sign on the left side of the parapet. Mr. Sarratori stated that he can work with removing the left EMC panel if the "Pioneer" channel letters on the front of the parapet remain, as it is part of the brand. Ms. Pochily stated that she is comfortable with 3 signs. This would leave one channel letter sign and two EMC signs, one on the front elevation and one facing west. Attorney Caponera stated that the EMC signs will have the same restrictions as all other EMC signs in the Village, including timing on scrolling messages. Chairman Rubino stated that he does not want to scroll on the proposed signs as the building is so close to the street and thinks it will be distracting to drivers. Members of the Board agreed with the Chairman. Mr. Sarratori stated that he will comply with what the Board agrees on.

Attorney Caponera stated that there have been several issues with EMC signs, especially the one at GlennPeter Jewelers with a white background. Attorney Caponera explains that it is too brightly illuminated and is distracting. Mr. Sarratori stated that the proposed signs will not be illuminated as brightly as GlennPeter and he is willing to cooperate with the Village. He has no intention to have white backgrounds, the proposed green background is what will be used.

Ms. Janice Potter, resident on Forest Drive spoke about her concerns of having another EMC on Central Ave and stated she thinks the scrolling signs are distracting. Chairman Rubino stated that the Board and applicant agreed that the sign will be static and will not scroll. Ms. Potter asked if the applicant will also be listed on the new monument sign for the plaza. Attorney Caponera stated no. Ms. Potter thanked the Board for hearing her concerns and stated she is happy with the EMC sign if it does not scroll.

Attorney Caponera asked the Board if they would like to discuss timing of the signs. Chairman Rubino stated that he would like to see the EMC sign off every night and will allow the channel sign to remain lit. Chairman Rubino asked the Board if they were comfortable with having the EMC sign on from 6 am to 11 pm daily. The Board agreed with the condition. Attorney Caponera explained that this Board and Code Enforcement will be keeping an eye on the EMC sign to see if it is too bright or distracting. Attorney Caponera stated that the applicant will be asked back in front of the Board if the set conditions are not met. Mr. Sarratori agreed.

Mr. Michalski made a motion to approve a variance for 1 channel letter sign on the front of the parapet, excluding the work "bank", and to be illuminated 24/7 and a variance for 2 EMC signs on the north and west sides of the building to be illuminated from 6 am to 11 pm daily. Mr. Levy seconded the motion.

VOTE: All in favor. Motion passed

DISCUSSION:

The Board discussed the Prime Storage temporary sign. Mr. Cerone stated they have not applied for a permanent sign yet as they are waiting for stamped plans. Chairman Rubino made a motion to extend Prime Storage's temporary sign for another 30 days. Ms. Trifiletti seconded the motion.

VOTE: All in favor. Motion Passed.

The Board discussed the December meeting which falls on December 26th. The Board agreed to hold the December meeting on December 19th if necessary.

Ms. Trifiletti made a motion to adjourn the meeting. Mr. Michalski seconded the motion.

VOTE: All in favor to adjourn the meeting at 7:30 p.m.

Respectfully Submitted,

Alexandra M. Hart
Sign Review Coordinator
Village of Colonie