



VILLAGE OF COLONIE

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SIGN REVIEW BOARD

Jim Rubino
Chairman

Alexandra M. Hart
Coordinator

There was a meeting held by the Village of Colonie Sign Review Board on February 25, 2021 via Zoom teleconference. 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	Absent
	Ms. Dickinson	Absent
	Attorney Caponera	Present
	Code Officer Meservey	Present
	Coordinator Hart	Present
	Trustee White	Present

Minutes from the January 28, 2021 meeting were reviewed by the present members of the board. Mr. Levy made a motion to approve the minutes as amended. Ms. Trifiletti seconded the motion. Unanimous vote in favor to approve the minutes as amended from the January 28, 2021 meeting.

APPLICATION:

2 WOLF RD
SUPERIOR COUNTY CLUB MOTEL
(EMC WALL SIGN)

Attorney Caponera recused himself for this application.

Mr. Rocky Cocca presented an application for an EMC wall sign at 2 Wolf Road. Mr. Cocca stated that he has franchised with Wyndham Hotels, Super 8, and is in the process of changing over the existing signs on the property. Mr. Cocca stated that he has obtained sign permits from the building department for the other signs, however since he is switching out the channel letter sign to an EMC, he requires a variance. He explained that the sign will remain the same size, just the manual letter box will be changed to an EMC sign, like the wall sign facing Central Ave. Mr. Cocca stated that he and Wyndham have plans to refresh the property to keep up with the times and the new signage will help that.

Mr. Michalski stated that this seems like a simple switch of signs, but he has concerns over the luminescence. Mr. Michalski asked if the brightness could be turned down if deemed an issue. Mr. Cocca stated yes. The rest of the Board members echoed Mr. Michalski's concerns over brightness. Mr. Cocca stated that he is aware of the sign regulations and will make sure the sign is not a nuisance with scrolling or flashing lights.

Coordinator Hart stated that she received one public comment from the business owner at 4 Wolf Rd. Ms. Lee, who stated that she has concerns over the potential brightness and flashing lights that could be a distraction to drivers entering the I-87 ramp. Ms. Lee explained that the ramp is dimly lit as it is.

Mr. Michalski made a motion to approve the EMC wall sign with the condition that Any illumination sign or lighting device shall employ only light emitting light of constant intensity, and no sign shall be illuminated by or contain a flashing, intermitted or moving light or lights. In no event shall an illuminated sign or lighting device be so placed or directed as to permit the beams and illumination therefrom to be directed to beamed upon a public street highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance. Sign message/picture is not to change more than once per minute. EMC sign is to be turned on daily at 6:00 am and turned off daily at 11:00 p.m. If it is found that this sign is causing traffic issues/distractions, the applicant must come back before the Sign Review Board to discuss a resolution to the situation. Ms. Trifiletti seconded the motion.

VOTE: Unanimous to approve the application as conditioned.

APPLICANT:

**1770 CENTRAL AVE
PIONEER BANK
(MODIFICATION TO EXISTING APPROVAL)**

Mr. Terry Meissner from Ray Sign and Mr. Phillip Walsh from Pioneer Bank were present requesting a modification to their existing approval granted in 2019. Mr. Meissner stated that Pioneer is requesting to change the face/image on the existing EMC wall sign that surrounds two sides of the building. Mr. Walsh stated that Pioneer has re-branded and the new logo and color scheme would be reflected on the sign. Mr. Walsh explained that the sign will remain static and will adhere to all the conditions set forth in the 2019 variance decision. Chairman Rubino asked if the sign would scroll or move in any way. Mr. Walsh stated that the sign would be static and unchanging. The sign will also have the capability to be dimmed if requested.

Attorney Caponera asked the applicant to describe the new color scheme and brand changes. Mr. Walsh stated that Pioneer has changed the color scheme from the bright green, as shown in the original color rendering to a dark blue. The sign would have "Pioneer" and "All Together Forward" along with a street scape picture. Mr. Walsh stated that this is a national re-brand and will be seen in all bank locations.

Chairman Rubino stated that he is ok with the change if the same conditions apply to this

approval like the previous approval. Ms. Trifiletti stated that she is ok with the change, however, feels that the street scape logo makes the sign “too busy.”

Mr. Michalski made a motion to approve the modification of a pre-existing approval with the same conditions set forth in the 2019 variance. Mr. Levy seconded the motion.

VOTE: Unanimous to approve the application as conditioned.

APPLICANT:

**350 NEW KARNER ROAD
CAPITAL VOLVO OF ALBANY
(WALL AND FREESTANDING SIGNS)**

Attorney Caponera recused himself from this application.

Mr. Tom Wheeler from AJ Sign Corp and Mr. Eric Kahn, owner was before the Board to propose a total of 3 wall signs and 2 freestanding signs at 350 New Karner Rd. Mr. Wheeler stated that the proposal included the typical signage for a Volvo dealership: wall signs with “Capital” and “Volvo” along with a directional “Service” sign over the service bays. The freestanding signs will include a “Certified by Volvo” sign and a 20’ foot, 42 sf sign to located in the car display. Mr. Wheeler stated that the large freestanding sign is in like kind to the one located across the street.

Chairman Rubino stated that the 20’ freestanding sign is too high and added that the sign across the street is in the Town of Colonie which has an entirely different Sign Code. Chairman Rubino stated that the signage on the front of the building is clearly identified and would be seen from the street. Mr. Michalski stated that it would be a dangerous precedent if the Board approved a 20’ sign, as previous applicant such as Verizon, CarMax and Goldstein all have brought down their proposed signs closer to code compliance. Mr. Trifiletti and Mr. Levy stated that the sign is too high.

Mr. Kahn stated that the dealership is being built from the ground up and that many of these signs are brand signs that are required. Mr. Kahn explained that the brand and manufacturer need certain signage and visibility is very important. If the freestanding sign sits too low, the sign will not be visible. He would like the sign to be seen from down the street. Chairman Rubino stated that the other proposed signs are not an issue, but the freestanding sign needs to be discussed.

Mr. Levy stated that he believed that this building sits lower than street level, similar to Cole’s Collision on Central Ave. Mr. Kahn confirmed that the building sits below grade. Mr. Meservey stated that he has inspected this property several times since the start of construction and stated that there is a steep grade from the road to the building and visibility could be a problem if the sign is too low.

Mr. Wheeler asked what is the maximum height the Board would allow. Mr. Michalski asked how far below grade is the proposed sign. Mr. Wheeler stated 8 feet and that the proposed freestanding sign would only be 12 feet above grade. Mr. Levy stated that the code allows 6 feet in height and asked if the sign would be 8 feet above grade instead of 12 feet. Mr. Wheeler stated that the sign is built in panels, which come in 3 foot sections.

Mr. Levy suggested a 15 foot sign which would leave 9 feet below grade and 6 feet above grade. Chairman Rubino stated that he would like to see the applicant go back to the drawing board and come back with a revised proposal knowing that a 20 foot sign will not be entertained. Chairman Rubino stated that he would also like to see the topography of the sign and renderings of the proposed sign to give a real feel of the proposed sign.

Mr. Michalski made a motion to approve the 3 wall signs and one "certified by Volvo" freestanding sign as proposed. Mr. Levy seconded the motion.

VOTE: Unanimous to approve the signs as proposed.

The applicant will return with an updated proposal for the freestanding sign.

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

VOTE: Unanimous to adjourn the meeting at 7:10 p.m.

Respectfully Submitted,

Alexandra M. Hart
Sign Review Coordinator
Village of Colonie