



VILLAGE OF COLONIE

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SIGN REVIEW BOARD

Dennis Michalski
Chairman
Alexandra M. Hart
Coordinator

There was a meeting held by the Village of Colonie Sign Review Board on June 24, 2021, at 2 Thunder Rd, 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 Michalski	Present
	Mr. Levy	Present
	Ms. Trifiletti	Present
	Mr. DePaulo	Present
	Ms. Dickinson	Present
	Attorney Caponera	Present
	Code Officer Meservey	Absent
	Coordinator Hart	Present
	Trustee White	Absent

Minutes from the May 27, 2021, meeting was reviewed by the present members of the board. Ms. Trifiletti made a motion to approve the minutes as amended. Mr. Levy seconded the motion. Unanimous vote in favor to approve the minutes as amended from the May 27, 2021, meeting.

APPLICATION:

**1814 CENTRAL AVE
KOHL'S + SEPHORA
(WALL SIGN)**

Mr. Art Olsen from Olsen Sign Company presented a sign variance application for Kohl's at 1814 Central Ave. Mr. Olsen explained that Kohl's and Sephora department stores are joining together, and Kohl's will now have a Sephora cosmetic and beauty section in stores and the signage is proposed to be updated based on the partnership. Mr. Olsen stated that Kohl's has 2 walls signs, one facing Central Ave and one facing the New Karner Rd entrance. The only wall sign to be replaced is the Central Ave wall sign. This building sits over 100 feet back from the curb. Mr. Olsen stated that the Kohl's portion of the wall sign is to be replaced with the same size letters and add + Sephora underneath it.

Attorney Caponera asked what size the existing letters are now. Mr. Olsen stated that they are 5 ft x 38 ft., and the Sephora portion will be 30 in x 23 ft. Mr. Olsen stated that sign will be internally lit with LED lights and will be changed from gray to white.

Chairman Michalski asked if the Kohl's channel letters can be reduced from 5 ft to 4 ft and leave the + Sephora as proposed. Mr. Levy asked if the lights are adjustable on the sign. Mr. Olsen stated no, but they are a better quality than what is existing and will not be a hazard to the business or roads surrounding the store.

Mr. Levy made a motion to approve the variance with the condition that the wall sign letters are 4 ft in height and if the sign is deemed to be too bright, the applicant must return to the Board. Ms. Dickinson seconded the motion.

VOTE: Unanimous to approve the variance as conditioned.

APPLICANT:

**1653 CENTRAL AVE
CUBESMART SELF STORAGE
(WALL & EMC FREESTANDING SIGN)**

Ms. Stefanie Goldstein, Mr. Alan Goldstein and Mr. Terry Meissner from Saxton Signs presented a sign variance application for 2 wall signs and one EMC freestanding sign. Attorney Caponera asked how many feet back from the street curb line is the building. Ms. Goldstein stated that it is 71' 11". Attorney Caponera clarified that the applicant is only allowed one wall or one freestanding sign because the building is not at least 75 ft from the curb line. If the building was 75' from the curb, then both a wall sign and freestanding sign would be allowed provided it meets the Village Code requirements.

Ms. Goldstein explained that Goldstein has chosen to franchise with Cube Smart for their climate controlled self-storage at 1653 Central Ave. Ms. Goldstein stated that the proposed size of the sign is determined by Cube Smart based on the size of the building and added that the "Climate controlled" signage is important for advertisement because most storage unit facilities do not have climate control. All signs will be internally illuminated and red.

After some discussion regarding the proposed freestanding sign, it was determined that the submitted site plan did not have the correct location of the freestanding sign. Ms. Goldstein explained that the sign was centered with the building and the updated plan not forwarded to the Village. Attorney Caponera stated that the Board could not act on the freestanding sign until an accurate site plan is submitted. Attorney Caponera asked what the size of the proposed freestanding sign is. Ms. Goldstein stated that the EMC sign is 32 sq. ft. on a 3 ft base, about 8 feet high and is the same size as the Subaru and Buick dealership signs. Ms. Goldstein stated that the 8 height feet is necessary to keep the moisture out and the sign can be seen over the snowbanks in the winter time. Attorney Caponera calculated the sign square footage to be 66.23 sq. ft. total.

Chairman Michalski asked what the height of the wall sign is. Ms. Goldstein stated the Cube Smart portion is 43 sq. ft. and Climate Control is 27.27 sq. ft. for a total of 70.27 square foot of signage on the building. Mr. Goldstein stated that the selling point of this location is the climate control sign. Attorney Caponera asked if "climate control" could be put on the EMC sign and placed on the base of the freestanding sign. Ms. Goldstein stated she would have to see if that worked for visibility and see if it conforms with Cube Smart's sign regulations. She noted that

Cube Smart has strict sign regulations, and she does not have any say in the “Cube Smart” sizing, but “climate control” could be relocated to the freestanding sign. Ms. Goldstein explained that the EMC sign is for promotions and charity but she could put “climate control” on the freestanding sign like the added “collision center” to the Buick dealership sign.

Chairman Michalski stated that for the next meeting he would like to see “climate control” added to the base of the freestanding sign with renderings and a new, stamped, site plan showing the correct location of the freestanding sign.

The applicant agreed and will return.

DISCUSSION:

Chairman Michalski welcomed new Board member, Jason DePaulo.

Ms. Trifiletti made a motion to adjourn the meeting. Ms. Dickinson seconded the motion.

VOTE: Unanimous to adjourn the meeting at 7:25 p.m.

Respectfully Submitted,

Alexandra M. Hart
Sign Review Coordinator
Village of Colonie