



# VILLAGE OF COLONIE

VILLAGE HALL  
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**THOMAS J. TOBIN**  
**MAYOR**

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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 May 27, 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	Absent
	Ms. Trifiletti	Present
	Ms. Pochily	Absent
	Ms. Dickinson	Present
	Attorney Caponera	Present
	Code Officer Meservey	Present
	Coordinator Hart	Present
	Trustee White	Present

Minutes from the March 25, 2021, meeting was reviewed by the present members of the board. Ms. Trifiletti made a motion to approve the minutes as amended. Ms. Dickinson seconded the motion. Unanimous vote in favor to approve the minutes as amended from the March 25, 2021 meeting.

### **APPLICATION:**

**1767 CENTRAL AVE  
OTTO SELECT PRE-OWNED  
(FREESTANDING EMC SIGN)**

Coordinator Hart read the public notice aloud as it appeared in the newspaper.

Ms. Emma VanVorst from AJ Signs presented a variance application for a freestanding EMC sign. Ms. VanVorst stated that Otto Cadillac has opened a pre-owned car lot, next door to his Otto Cadillac Dealership. Mr. Otto is looking to add a sign on 1767 Central Ave to advertise this separate business. The applicant is requesting a 26.52 sq. ft. freestanding sign with a 12 sq. ft. electronic message center, 5.83 ft. above ground level including a 1.33 foot base.

Chairman Michalski opened the meeting up to public comment. Mr. Robert Rahal from 1 Poplar Street stated he had several concerns over the new Otto dealership and the adjacent business, Geico. Mr. Rahal stated that the Otto Select Pre-Owned has very bright lights that shine into his house at night. Attorney Caponera stated that this board reviews the signs and asked if Mr. Rahal has any concerns over the proposed sign. Mr. Rahal stated that he did not oppose the sign as long as there were conditions set for the brightness of the EMC. Attorney Caponera explained the

several conditions that the SRB applies to every EMC. Mr. Rahal submitted several points of concerns with Otto and Geico to Code Enforcement Office Meservey who will follow-up next week. Mr. Michalski suggested that Mr. Rahal speak directly to Mr. Otto to work out some of his concerns.

Ms. VanVorst stated that she understands Mr. Rahal's concerns and stated that Mr. Rahal's home is within the Commercial A zone and that Mr. Otto just wants to be able to advertise his business. The sign is a high quality sign. Ms. Van Vorst explained that the digital display is top of the line and is programmable with a auto-dimmer. The sign will be facing the East and West bound lanes of Central Ave and will not face Poplar Street. Attorney Caponera explained that the proposed sign is under the maximum size of 32 square feet and the only reason why a variance application was submitted was due to the EMC display.

Ms. Trifiletti made a motion to approve the freestanding sign as proposed 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. Dickinson seconded the motion.

VOTE: Unanimous to approve the application as conditioned.

**APPLICANT:**

**1440 CENTRAL AVE  
EMPIRE WINE  
(WALL SIGN)**

Mr. Russ Hazen from Ray Sign presented a sign variance application for a wall sign for Empire Wine located at 1440 Central Ave. Mr. Hazen explained that Empire Wine recently expanded into the former Dress Barn tenant space at 1440 Central Ave and is proposing to remove the existing Empire Wine and Dress Barn wall signs and replace with one, 89.44 square foot wall sign. Mr. Hazen stated that Empire Wine is now 13,000 sq. ft. and would like a wall sign that is proportionate to the store's size. Chairman Michalski asked if the sign will be illuminated. Mr. Hazen stated yes.

Chairman Michalski asked how long the sign is. Mr. Hazen stated that it is 29.7 feet and the store front is 65 feet. Mr. Hazen explained that the plaza sits several hundred feet back from Central Ave and would not affect the surrounding neighborhood. Attorney Caponera asked if the 3 Dress Barn signs will be removed in addition to the existing Empire Wine sign. Mr. Hazen stated yes.

Ms. Trifiletti made a motion to approve the wall sign as proposed with the condition that the existing Empire Wine wall sign and 3 Dress Barn wall signs are removed. Ms. Dickinson seconded the motion.

VOTE: Unanimous to approve the application as submitted.

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

VOTE: Unanimous to adjourn the meeting at 7:20 p.m.

Respectfully Submitted,

Alexandra M. Hart  
Coordinator  
Village of Colonie