



VILLAGE OF COLONIE

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Thursday, July 24, 2025
Sign Review Board
Minutes

FRANK A. PREVRATIL
DEPUTY MAYOR

PATTY SCHWARZ LOCKART
TRUSTEE

JASON M. DEPAULO
TRUSTEE

MARK P. STEVENS
TRUSTEE

JAMIE L. BLOT
VILLAGE CLERK

There was a meeting held by the Village of Colonie Sign Review Board on Thursday, July 24, 2025, at 2 Thunder Road, Albany, NY 12205. The meeting started at 6:30 p.m.

The meeting was called to order with the Pledge of Allegiance.

Roll Call:	Chairman Levy	Present
	Ms. Calabrese	Present
	Ms. White	Present
	Ms. Paro	Absent
	Dr. Dennis	Present
	Alternate Kuentzel	Absent
	Attorney Caponera	Present
	Coordinator Secor	Present

APPLICANT:

1545 Central Ave
Albany Coin and Jewelry
(Set back Variance, Additional Sign)

Mr. Carl Wheeler from AJ Signs was present on behalf of applicant. Mr. Wheeler stated they are there to seek a couple of variances for Albany Coin and Jewelry. Noting one correction as they do not need a size variance for a 31 square foot sign-Village of Colonie code is 32 square feet allowable size. Applicants are seeking a setback variance along with a variance for the second digital sign.

Mr. Wheeler stated that it would be highly beneficial for the applicant to have this sign due to the high traffic area.

Attorney Caponera advised that the application that was submitted indicated the variance request for a freestanding sign with a total of 38.1 square feet. Mr. Wheeler noted the person who submitted the application did the math wrong and it is 31.25 square feet overall height, 71 inches. Mr. Wheeler noted the allowable height is 6 ft, their request is 5 feet.1 inch tall. Mr. Wheeler stated the current freestanding sign is a total of 24.5 square feet. It is old dilapidated and run down. The proposal of the updated freestanding sign is the same size as what is currently located at 1545 Central Ave, 71 inches tall.

Mr. Wheeler advised them to request the variance for the second sign as they already have a wall sign on building. Attorney Caponera reviewed the site plan that was submitted with the application. Attorney Caponera noted the location of the current monument sign is 16.8 feet from the property line to central avenue.

Chairman Levy clarified the location of the freestanding sign. Mr. Wheeler advised the proposed wall sign is going to replace the existing monument sign. This digital sign will be used for the Albany Coin and Jewelry store located in the plaza as their second sign as they already have wall sign. Mr. Wheeler advised the current sign doesn't have anything on it, prior to it it was used for bowling alley. Attorney Caponera made clarification on request digital sign and then asked if they had any type of documentation to show what will be displayed on the sign, Mr. Wheeler stated it is a daktronics digital 8 mm with auto dimming unit. The unit will dime down at night and power up during the daytime. Chairman Levy asked if the unit would stay on all night. Mr. Wheeler advised it could be turned off at any time.

Attorney Caponera noted that sign review board has previously granted variances for digital signs however in some cases, the applicants are not compliant. Applicants are required to present the board with the lumens on how bright it will be, the messages that will be displayed and how long. Attorney Caponera advised the board using the same specific wording in all cases where a digital signed was approved.

Mr. Wheeler noted that information was not submitted with the application but unlike most other digital signs this one has auto-diming capabilities. Attorney Caponera advised that information is needed for the record as there are specific limitations set forth if approved. If not compliant the board can revoke the variance from the applicant.

Attorney Caponera requested Secretary Secor get a copy of the approved variance for digital sign from previous applicant. This example is to show the digital sign limitations. Attorney Caponera advised based upon the proposal it is code compliant with the size and setback; however, it recommended that he gather the requested information and resubmit for review board.

Secretary Secor pulled up approved the variance for digital sign 518 Realty for everyone to see. Attorney Caponera read the approval out loud noting that the wording and language is consistent with every approved digital sign.

Secretary Secor advised the applicant the follow up information and additional documents would be needed in two weeks for the meeting, August 25, 2025.

1728 Central Ave
Sunoco
(Multiple Signs)

Deborah Guarasce from Saxton Sign was present. Debroah noted they are the sign installers at 1728 Central ave for Sunoco gas station. Sunoco is seeking variance for the MID (Main ID sign) sign due to the size and quantity under code section 181.8. Same as for the canopy signs proposed due to size and quantity. Debroah advised there is current signage there and has spoken with Steve from the building department and is aware that a previous variance was granted for the monument sign,

Attorney Caponera stated in 2013 the preexisting applicant (Shoprite) came before the sign review board for variance. Variance was granted for a 6-foot double sided freestanding sign. One illuminated canopy sign facing shop and another canopy sign facing the storage facility. Attorney Caponera noted based on the proposal that the sign is significantly different than current sign. Deborah noted that the proposed monument sign is twin poles which then would be build up, so it looks like a monument sign with the landscaping. Proposed sign would be 10 foot high which is 41 square feet.

Attorney Caponera advised the maximum allowable high for sign is 6 feet. Deborah noted she is aware. The sign currently has three price boxes on it. Current proposal for sign still has the three led prices boxes (ten-inch digits) along with "Sunoco" on the top. Attorney Caponera has seen the property before and noted there is already a free existing wall.

Deborah advised that the sign would say "Yazzy's Market". Not aware of the square footage, but the sign was approved through the building department. Attorney Caponera then read aloud the granted variance from back in 2013.

Attorney Caponera then advised since it is still considered one parcel with separate lease agreement for gas station, the variance is valid. Therefore, applicant is allowed the additional wall signs on property. Sign currently advertising Market 32, prior sign was just for Shoprite.

Attorney Caponera went over the application and clarifications were made as to how many canopy signs they were applying for. Deborah proposed a request for two canopy signs facing the rear of the building towards Market 32. One blue Sunoco and one cabinet box with the three led prices. Sunoco work mark being 11.7 square foot and price box being 26.7 square x three. One 11.77 square feet Sunoco Diamond sign facing west being. One 11.77 square feet Sunoco word mark facing east. A total of four canopy signs.

Attorney Caponera referenced the application noting additional there is a request for one blue Sunoco work mark and prices on front of building facing Central Avenue. Deborah stated yes and she also wanted not a correction. The two-foot-high word mark Sunoco canopy sign is 23.65 square foot, and the Sunoco diamond is 11.77 square foot. Attorney Caponera then made clarification there is a request for six canopy signs as where previous variance only granted one.

Attorney Caponera also noting applicant is trying to change the previously granted variance from the six-foot 30.9 square foot monument sign to a ten foot 41 square foot replacement.

Ms. Calabrese asked the applicant what the need for such a large sign is. The owner and operator of gas station introduced himself and stated it is for the visibility on central avenue. Noting there is no separate entrance for the gas station, so shoppers must pull into the Market 32 parking lot and then come all the way around for entrance. Yazzy noted if we don't raise the height, you will not see it and drive right by. Yazzy stated additionally the request for all the canopy signs is to keep up with the trend like Stewarts Gas Stations are doing. The request for signage at the rear of the building is to draw attention from the shoppers to allow them to see prices on their way out.

Yazzy's Market is the only gas station on Central Avenue that has e85. Typically, e85 is \$1 dollar less than regular gas and wants the shoppers to see.

Yazzy noted the importance of the request of so many signs is to draw business. Prior to his ownership, Shoprite was one entity. Now it is two, mentioning he has his own monthly rent and taxes, Market 32 has its own separate agreement, so he is just trying to maximize it as a gas station convenience store instead of just a gas station.

Attorney Caponera advised the applicants that the board is not inclined with approving that many signs. Attorney Caponera then stated over all his years being the Attorney for this board, they have never approved of anything like this request. Cumberland Farms has one canopy sign that faces west and free-standing sign that was granted through variance due to the bus stop.

Deborah noted they did have Jason from Sunoco with them tonight and would like to come to a decision because ultimate it is their brand, and they are the ones who approve and say yes. Jason asked the board what they would allow? Attorney Caponera advised that they have never approved digital led canopy prices. Jason advised that he just drove past the Stewarts on Central Avenue and they have them. Attorney Caponera advised that would be done through the approval of the board. Regardless, there are too many signs.

Chairman Levy stated he does not like the look of the signage facing Market 32. Ms. Calabrese noted you will see the price when you go in. Ms Calabrese noted she didn't understand the need for the canopy signs because you will see the monument you probably won't even see them.

Yazzy noted they can take the two Sunoco Diamonds off. Also suggest taking the led prices on canopy if they can raise the height of the monument sign. Two blue Sunoco work marks to keep it clean and do no prices up top at all. If they can make the freestanding sign taller.

Ms. Calabrese asked how far back is the sign from the road? Reviewing site plan it exceeds the code of 25 feet from the curb line.

A Picture of the preexisting sign was presented to the board Yazzy noted they aren't trying to change the location they just want to make it taller. Current sign is 6 feet and compliant.

A representative from Markert 32 Mr. Bob Madiroso spoke and said they are not opposed to the signs facing the rear of the building they like the idea for their shoppers to see pricing available as they have the gas rewards program

as well. They are supportive to the requested variance. Yazzy noted the gas rewards program is one of the main reasons he made into a Sunoco station and to be able to do business together with Market 32. Yazzy noted this is the only location with the e85 on Central Avenue, next closest location is on Wolf Road.

The board mentioned they do not have a problem with the 23.65 Square foot Sunoco word mark on canopy facing Central Aveune, however the led prices seem redundant since the monument sign is right there. Removing requests for canopy signs facing east-west. Ms. Calabrese advises she doesn't see an issue with the Sunoco logon on the rear of the building but does not see the need to the LED prices. The board was okay with approving the two canopy signs. One on the front facing Central and the other facing Market 32. Yazzi stated it is important for the pricing on the back canopy because that's the only way to get the Market 32 shoppers to see. Ms. Calabrese stated she disagrees that shoppers have to all go in through one entrance, will see if on the monument on the way in.

Bob Madiroso from Northeast Tops, Market 32 was present and spoke mentioning the importance of the partnership with the gas loyalty program. Mr. Madiroso stated the main reason for his attendance today is because it has had a slow start and partly being because the gas station wasn't open initially. At this time, they are looking to get any help they can to increase sales and improve the overall community. The back prices are strictly a mutual benefit for us and the shoppers. Signs would not be distracting the drivers; they are in favor of the variance request.

Attorney Caponera advised that the freestanding signs that are out of code have a variance. Mr, Madiroso asked what about Cumberland farms down the street? Attorney Caponera advised that they have variance due to bus stop location. Yazzy asked if 17 square feet would be better? Attorney Caponera advised them to stay consistent with what has been approved through variance in the past and this request is not consistent.

Chairman Levy noted he does not feel comfortable with the size of monument sign it is way to big. Back in 2013 it was approved for 30.9 square feet. Chairman Levy voted to keep the monument size at 32 square feet with the allowance of 6-foot height per code. Attorney Caponera noted the current sign sits on a little berm already, so it appears to be higher.

Ms. White made a motion to grant a variance for two canopy signs. One 23.65 square foot canopy sign facing Central Ave and one price marker facing Markert 32 measuring 23.65 square feet.

A modification to the preexisting variance of the monument sign to be no larger than 32 square foot and 6 feet high.

Ms. Calabrese seconded the motion. There was a unanimous vote in favor of granting the variance.

Ms. White made a motion to adjourn the meeting at 7:37pm.

Respectfully submitted,

Christina Secor
Coordinator