



VILLAGE OF COLONIE

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Thursday, June 26, 2025 **Sign Review Board** **Minutes**

There was a meeting held by the Village of Colonie Sign Review Board on Thursday, June 26, 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. Pero	Absent
	Dr. Dennis	Present
	Alternate Kuentzel	Present
	Attorney Caponera	Present
	Coordinator Secor	Present

APPLICANT:

32 Wolf Road
QuickChek
(MUTIPLE SIGNS)

Mr. Chris Boyea with Bohler Engineering, Jennifer Cadwallader with QuickChek Corporation was present representing the owner of the property. Mr. Boyea advising they are there to further their sign application for review. Chris noted they have been working with the Village of Colonie on this project for a while now and the sign review board is their last stop. Mr. Boyea stated without the proper signage for a new brand coming to town it would be a hard sell. Mr, Boyea advised this is a 6,700 square foot plan proposed project is a convenience store. QuickChek is new to the

market and is a bigger convenience store model. To put into perspective Mr. Boyea referenced Stewarts and the average store size of 1500-400 square foot. QuickChek is more than your typical convenience store with more fresh food options. Mr. Boyes noted you can order sub sandwiches for takeout in which you typically wouldn't be able to do anywhere else. Chris noted is more like the Jimmy Jon's style sub shop right in the store and that is only one working part of the store. Mr. Boyea stated QuickChek is an exciting program and noted if you drive further south you might be familiar with other larger food stores similar store style like a waw-waw, but very exciting as this would be the first one to the Albany market and how exciting that the Village of Colonie would be the first location built.

Mr. Boyea noted that the previous tenant, located at **Wolf Road was Bed Bath & Beyond, which was a much bigger box store. Mr. Boyes stated Bohler engineer plans are to take the whole building down and build new site. Mr. Boyes referenced the site plan displayed on computer screens mentioning Bed Bath & Beyond only had a total of 8% green space. It was a big building and a sea of parking. QuickChek proposed site plan shows a total of 44% green space. Mr. Boyea noted the Village of Colonie code mentions green space in the frontage of the yard and as of today it would be 13% with proposed site plan it would be 57% green space in the front yard. Mr. Boyea mentioned this is nothing like you have seen on Wolf Road. Mr. Boyea referred to an aerial picture view he provided. Trustco Bank, and many other locations, even the mall across the street are built up-to the street. QuickChek will look different but will look great especially because it is at a busy intersection.**

Mr. Boyea stated Bohler Engineering went the planning a zoning process and back in May they got their approvals to move forward with the project. Mr. Boyea noted they are seeking a total of five wall signs. Which is deceiving because one is on the canopy. The canopy sign is a separate structure which covers the gas dispensers. Mr. Boyes noted that he was in front of this board years ago when he worked on the Exxon Mobile project Canopy signage that was approved. Mr. Boyea noted the importance of canopy signage, especially since this is a new brand, Mr. Boyea noted there are two small QuickChek logos on proposed canopy. Each one is a total of 22.57 square foot.

Mr. Boyea noted the small "Q" is the QuickChek logo like "The Golden Arches" for McDonalds. Mr. Boyea noted on the building they are requesting two "Q" logos each one is a total of 22 square foot. One work marker "QuickChek" on the building front. So that is the total of five wall signs requested. Mr. Boyea noted that in the code they are only allowed the one and are seeking variances for the four additional wall signs.

Mr. Boyea stated that the current existing Bed Bath and Beyond signed equals a total of 162 square foot. QuickChek is proposing to reduce the total amount of signage to 148 square foot chopping it up and spreading the signage over the entire site.

Mr. Boyea advised the last variance they are seeking is for the monument sign. Subject to planning board approval Bohler Engineering was advised by the Village Planning board the existing mature trees must stay, along with adding more to green space.

Mr. Boyea stated that a pole sign would be out of character, and it is also not allowed per Village code.

Mr. Boyea noted the wording and variance request is correct on the application that was submitted; however, the rendering that was attached was ultimately corrected. Know the Village code; 10ft 3-inch high was too tall. QuickChek changed the rendering, 14ft 8 inches wide X 6ft 9inch tall (including the base). The proposed monument sign is a total of 102sqft.

Mr. Boyea referenced the current Bed Bath & Beyond sign is approximately 77 square foot so they know it is significantly much smaller, however looking next door, Hobby Lobby monument sign is shier tall base split stacked on two cinderblock pillars. So the proosed QuickChek is much smaller than that. Monument sign will have the "Q" towards the front and most of the sign is take up by the pricing which is important for drivers to see as they drive by. Placement of the signage will be as existing, and no conforming and the right of way could change.

Attorney Caponera thanked Mr. Boyea for his presentation and said in accordance with Section 181.8.A(1)(b) of the Village of Colonie code, if your property or building is more than 75 feet from the curb you are allowed a

total of two signs. One free standing sign which can't be any taller than six feet tall or larger than 32sqft total. One wall sign which can't be any larger than a total of 32sqft. Hence why the applicant is here seeking variances- two canopy signs. One which faces Wolf Road and one that faces the north. Three wall signs, "QuickChek" on the building measuring 57 square foot. Two "Q" one faces Wolf Road and the other one faces south. There are additional two directional signs that seem to be larger than allowed 3sqft. Proposed drawings show a total of 4 square foot.

Attorney Caponera mentioning to the board members they are trying to keep in with conformance with the code. Therefore, the Hobby Lobby sign is "preexisting, non-conforming use" which means as long as it if it stays. The chapter of the code was written to say anytime you change ownership or the name of a business you need to be following the Village of Colonie code.

Attorney Caponera advised the variance documents for the Shop Rite Gas station on Central Avenue we pulled out and when their sign application came to the board it was following the code, 32sqft and no taller than 6ft. However, the sign review board did grant a variance for three additional wall signs totaling approximately 70 square foot. When Cumberland farms down to the road came before us for variances they were approved a larger monument sign due to the circumstances of the bus stop in front of the store. Note: if a allowed sign of 32 square foot you wouldn't be able to see it. In turn a variance for a 40 square foot monument sign being 11.4 ft high was granted to applicant.

Chairman Levy asked why the monument sign it needs to be so big? Mr. Boyea their site plan has much more green space the on most of Wolf Road. Stating QuickChek site is much larger, and building sits so far back on site, everything closer to the road for easier visibility. Having a bigger monument sign is the most important piece of this application.

Attorney Caponera stating he does not see a problem with the one canopy sign facing north. Mentioning he does not see the need for the one facing Wolf Road as there is a free-standing sign along with the "QuickChek" on the front of building.

Chairman Levy stating the size of the "QuickChek" sign on the building being the 57 square foot would be more appropriate as the building sits so far back.

Mr. Boyea mentioned if the board is concerned with the number of wall signs they would be will to drop the north side sign.

Ms. Calabrese mentioned she thinks it would be difficult to see the north side sign; the monument sign and visible gas prices are more important as is directional sign.

Ms. Cadwallader addressed the directional signs, advising they did not apply for variances, but she will make sure they code compliant and no larger than 3ft long.

Dr. Dennis suggested they make the monument sign a little bit smaller.

Ms. White noted there is a drastic difference from 30 square foot to 102 square foot and would like to see something smaller.

Mr. Boyea questions the Village code and if the allowable 32sqft include the base of the sign. Chairman Levy advised yes. Mr. Boyea asked what if they removed the base from the drawing if it were approximate total of 77 square foot would be allowed?

Dr. Dennis then mentioned the aesthetics of the brick and does not think it should not be removed or replaced with poles.

Ms. Cadwallader stating they only need a inch or so off for base, either way with poles or not landscape flowers would be added.

Ms. Cadwallader and Mr. Boyea had a discussion back and forth, A proposal of the monument sign being a total of 60 square foot max.

Chairman Levy stating the proposal for freestanding sign is much more reasonable.

Ms. Calabrese advised she has a tough time approving the variance without being able to see it. She made recommendations that the board vote to approve the 3 additional wall signs and applicants could come back with new rendering for smaller freestanding sign.

Mr. Boyea requested a moment to correct the rendering so he could put something on the record. A final proposal for free standing sign of 60.95sqft total. 5.9 tall and 11.5 feet wide. Reducing the size of the sign by three feet. Base staying as is. Ms. Cadwallader stating it might come in a little bit smaller once the sign company makes the changes.

Ms. Calabrese made a motion to grant a variance for three additional wall signs and one freestanding sign being 11 feet 5 inches long and 5 feet 3 inches tall not to exceed a total of 60.95 square foot.

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

Ms. White made a motion to adjourn the meeting.

Ms. Calabrese seconded the motion.

There was a unanimous vote in favor of adjourning the meeting.

The meeting adjourned at 7:31 p.m.

Respectfully submitted:

Christina Secor
Coordinator