



Jacqueline Coons <coonsj@togny.org>

[guilderlandny] Variance request for Phillips Hardware (Sent by Iris W Broyde, IB5523@AOL.COM)

2 messages

Contact form at guilderlandny <cmsmailer@civicplus.com>
Reply-To: IB5523@aol.com
To: Zoning Board <ZoningBoard@togny.org>

Wed, Jan 5, 2022 at 10:05 AM

Hello Zoning Board,

Iris W Broyde (IB5523@AOL.COM) has sent you a message via your contact form (<https://www.townofguilderland.org/user/7681/contact>) at guilderlandny.If you don't want to receive such e-mails, you can change your settings at <https://www.townofguilderland.org/user/7681/edit>.

Message:

Chairman Remmert and Zoning Board Members,

I am writing to oppose the variance application for signage exceeding the codified limits being proposed for Phillips Hardware.

The applicant maintains that the need for signage more than double what is permitted, is to alert potential customers of the brands of products that are sold at the establishment.

My concern with this justification, is that it in no way is tied to any specific hardship/circumstance that is unique to this business or its location.

Any business that has a particular brand of product line could make the claim that increasing their ability to visually promote themselves would be of benefit to their 'economic health'.

I do not have standing in relation to this specific variance request. But the precedent that it would set would have profound impact on my immediate vicinity: the Westmere Corridor. If permission is granted for the signage limitation to more than double for no reason other than self-promotion, how can that fairly be restricted when other businesses make similar requests?

About two years ago, the board approved a variance request for the Knock-Out Car Wash to exceed the sign limitation due to a supposed hardship posed by its set back. Five months later, Colonial Car Wash made a request to increase the size of their signage, their justification: precedent. And frankly, despite being philosophically opposed, it seemed to me absolutely justified given the board's previous approval.

Should self-promotion become a legitimate rationale for over-riding the size parameters in place for signage, I believe it will be extraordinarily difficult to regulate going forward. I would urge the board to take this under careful consideration and if not deny, then significantly modify this variance request.

Thank you,
Iris Broyde

Jacqueline Coons <coonsj@togny.org>

Wed, Jan 5, 2022 at 3:32 PM

To: Elizabeth Lott <lottzba20@gmail.com>, Rich Villa <rvilla7070@gmail.com>, salbert1 <salbert1@earthlink.net>, Sharon Cupoli <scupoli@aol.com>, Tom Remmert <tomguilderlandzba@gmail.com>, Jacob Crawford <crawford240@gmail.com>, Patricia Wilson <wilsonp@togny.org>

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