



Jacqueline Coons <coonsj@togny.org>

[guilderlandny] Phillips Hardware- 1/5/22 ZBA meeting (Sent by Robyn Gray, robyn3201@gmail.com)

Contact form at guilderlandny <cmsmailer@civicplus.com>

Tue, Jan 4, 2022 at 2:26 PM

Reply-To: robyn3201@gmail.com

To: Zoning Board <ZoningBoard@togny.org>

Hello Zoning Board,

Robyn Gray (robyn3201@gmail.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:

I am writing to voice my opposition to the approval of the variance for signage at this business, specifically those of branding that would be posted on the outside of the building. The request appears to be unreasonable for several reasons:

1- This business has been in operation for well over 20 years. Its patrons are aware of what this business sells, and what changes were coming with the rebuilding of the business.

2- This business has not essentially changed location. It is still located at the intersection it was in the past, but built a few hundred feet away from the previous building. Patrons know where this is, and again, what they sell.

3- The signage is specific to brands that the business will carry, and does not identify the business in any way. Other Hardware Stores do not have this type of signage on the outside walls of their businesses. They do however, have decals or stickers in their windows that will identify what some of the products are that they carry.

4- Allowing this type of signage will create a precedent for other businesses in the area. We were witness to this a couple of years ago with the Knock Out car wash and the Colonial Car Wash. A variance was granted for one, and a variance was granted to the other as a precedent had been set. It always important to carefully look at what is being requested and the precedent it may set.

5- This is self created hardship. The owner of this business chose to rebuild several hundred feet from the previous location. There is signage that tells you what the business is. There is no need to identify specific products from a road. Patrons can go inside as they do for other businesses.