



Jacqueline Coons &lt;coonsj@togny.org&gt;

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**[guilderlandny] Sign variance for Phillips Hardware (Sent by Karen White and Robert Freisatz, kwhite010@nycap.rr.com)**

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**Contact form at guilderlandny** <cmsmailer@civicplus.com>

Wed, Jan 26, 2022 at 10:39 PM

Reply-To: kwhite010@nycap.rr.com

To: Zoning Board &lt;ZoningBoard@togny.org&gt;

Hello Zoning Board,

Karen White and Robert Freisatz ([kwhite010@nycap.rr.com](mailto:kwhite010@nycap.rr.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:

To the Guilderland ZBA members:

In advance of the January 5th ZBA meeting, the board received two letters containing many valid points regarding this variance request. Unlike the first two letter writers, we do have interest in a property near Phillips Hardware. It's in Guilderland Center, less than a mile (one minute drive time) from the store in question. Our family has supported this business since 1959 and still refers to it as J&J's sometimes. Our haircuts were done by either Ray Wilson or Mary Fantini in the days when there were barber/beauty services on the premises. Hopefully this qualifies us to speak as "neighbors" in the eyes of the board.

It has been handy to have access to goods and services nearby. That's a great way to save driving time, gas money, and support a local establishment. We realize that Phillips contributes to worthy charities as do other businesses and individuals in the community.

At this point, we must urge the ZBA to deny the requested variance for additional signage. By his own admission on the application, the owner agrees that this variance is substantial and the circumstance is self created. In questions one and four, he indicates that there would be no undesirable change in the character of the neighborhood and no adverse impact on the physical or environmental conditions of the same. We disagree. The increased size of the new building and accompanying lighting has already drastically changed the appearance of this rural/residential area. Soon it seems all those passing by on Routes 146 and 158 will also be treated to signs advertising a Mobil gasoline/convenience store and Dunkin Donuts. If this "sign creep" is permitted in this location, other retailers will soon demand that they be allowed to advertise their wares on multiple four foot by eight foot exterior signs. Imagine what that would look like at all of our local pharmacy and grocery stores.

Regular Phillips customers know where the store is and those in doubt will look up the location online. Question two of the variance application asks if the benefit could be achieved by other means. The applicant said no, but in looking at the website we found no Carhartt logo on the Apparel page, no Stihl logo on the Hand & Power Tools page, and no Benjamin Moore logo on the Painting Supplies page. Searching the site for these brand names was not productive. The final sign requested was redundant since it is simply the existing monument sign in a different shape. In short, better use of the website could certainly feature these products and reach more potential customers. It would also make the roads safer for motorists by focusing drivers' attention on the adjacent intersection instead of the side of a building.

Many successful businesses in town adhere to the 50 square foot sign limit. Please keep these points in mind when continuing the discussion of this request at the February 2nd meeting.

Thank you,

Robert Freisatz and Karen White