

February 2, 2022

To Chairman Remmert and Members of the Zoning Board:

Attached please find a petition comprised solely of neighbors with standing who oppose the signage variance being requested for Phillips Hardware.

This is a rural community with residences occupying substantial acreage, as such the number of residents who are within the nearest vicinity of the business in question are few. However, as the neighbors who will be most impacted by the incompatibility to the character of our cherished environs, we feel that our opinions should have prominence.

The applicant's request for signage in excess of what is allowable by the code is an overreach which threatens the visual integrity of our surroundings. For some, this will be visible from homes for several months out of the year when there is no screening of foliage, and lighting that currently invades our view and shines brightly in our homes in the darker hours of the day. Lighting is currently on for the entire night and adding backlit signs is more offensive and not thoughtful of those who see it on a daily basis. Moreover, the precedent that it will be setting for what is to come is of grave concern. What prevents the next businesses to be established to make similar requests and further deconstruct the surroundings. Most egregious, is why the upending of the current limitations on signage is being advocated. Simply put, to promote advertising and product lines being sold and not the business itself, as the sign code delineates.

The applicant's justifications for this variance request are of course personally based. No one can argue with a business owner wanting what they feel would be best for their business. However, what is being asked for here is bigger than Phillips Hardware. Approving the use of signage for advertising products has ramifications for businesses everywhere in Guilderland. It will have marked consequences on how we look as a town.

We would also like to point out that this business already has a monument sign out in the front of his business which identifies the hardware store. This business has been in this specific vicinity for many years, and most patrons are aware of what is sold. Advertising should be done as other businesses do, in the newspapers, social media, local television and business web pages. It should be noted that this business has a web page that is filled with advertising. To add a few other products should not be difficult and would preserve what we, as neighbors look out on a daily basis. This particular corner is zoned Agricultural surrounding this business. There is no reason for this small corner to be incongruous with the rest of the neighborhood.

Also attached with this information packet, is a map that delineates the property owners, most who have signed the attached petition. As you can see, all of them are in very close proximity or bordering the Phillips property.

We feel strongly that the Zoning Board should protect the aesthetic integrity of our homesteads and our town and respectfully ask that the Zoning Board deny this variance request.

Thank you for your attention to this matter.

Petition for Phillips Hardware-

We the undersigned are opposed to the Variance Request applied for by Jonathan Phillips of Phillip Hardware for the following reasons:

There is currently a monument sign that identifies the business.

The signage is substantial and outside the current Town Law on Signs. The excuse that there is no other means to notify passerby and motorists on Rte 146 and Rte 158 of their location and products they sell is false. This hardware store has been in this location for decades. The fact that they rebuilt a couple of hundred feet away does not in any way diminish the fact that they are still in the same location.

The signage is substantial and the need for branding constitutes advertising and signage notifying the public of the business. Advertising should not be part of the signage on the outside of the building. To state that the advertising is vital to the economic growth of the business shows a lack of business acumen if you believe that you need to do so and violate the Zoning Laws in order to operate. Advertising is accomplished in many other ways including Social Media, Newspapers and the business' own website which is filled with advertising for their products. Most people who frequent this business know what is sold and what has been added without advertising. If patrons have questions, they can call the business or look at the website of the business.

To state that there is no impact to the physical or environmental conditions of the neighborhood is also false. The night lighting is so bright that it can be seen at least 750 ft- 1000 ft. away from the business. This property is the only parcel that is zoned General Business while the surrounding property is zoned Agricultural. To allow this type of variance is not in character with the neighborhood and takes away from the Agricultural District which encompasses all of Route 158 out to Western Ave. The environmental and physical impact directly affect those who can see the business from the residential and agricultural areas, which again, is out of character of the neighborhood.

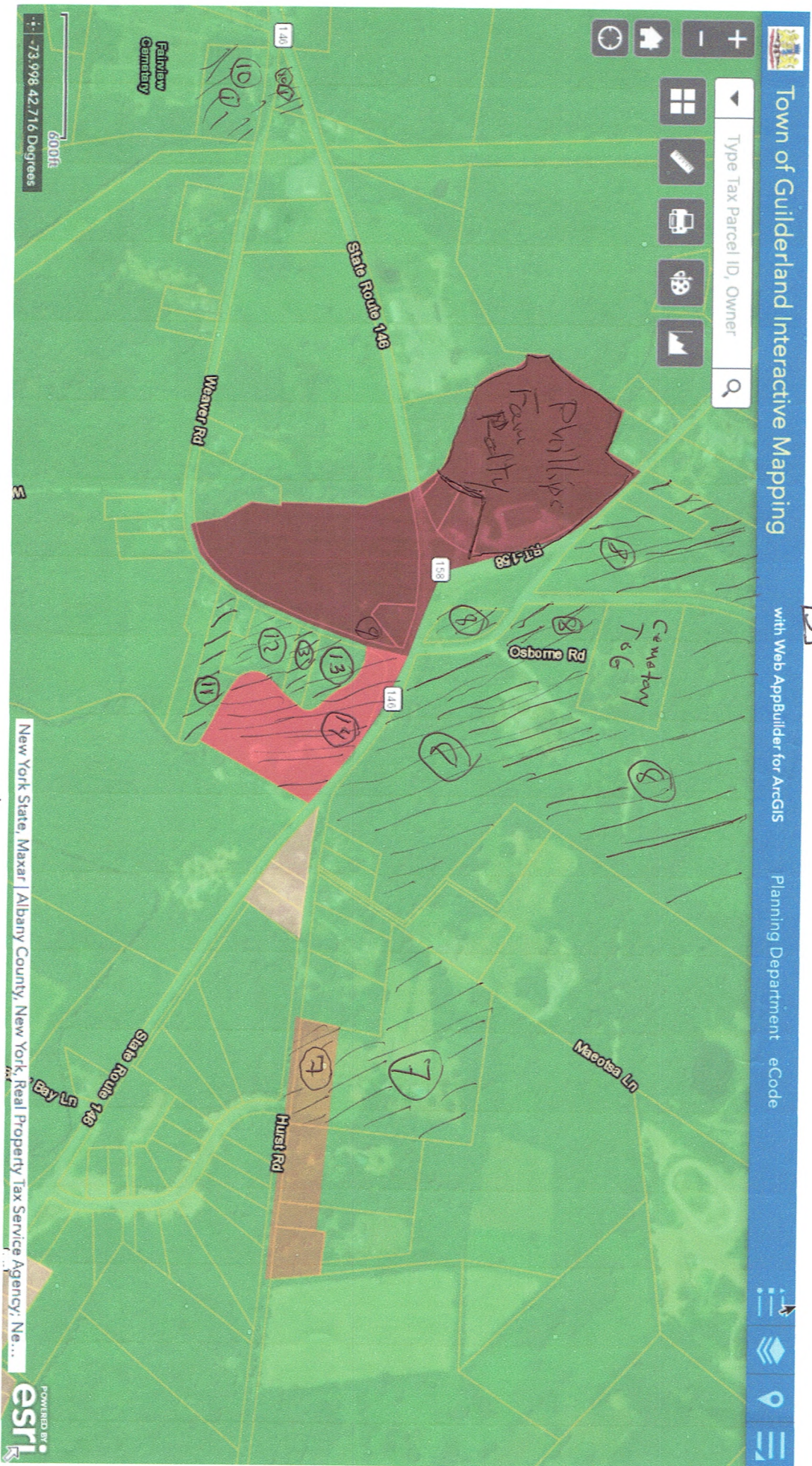
The speed limit on this road is 55 miles per hour. To allow signage of this nature creates a hazard for drivers.

The fact that this business owner has teenagers who work for him asking people to sign a petition for his signs by stating that the Town won't let him have signs for his business is reprehensible and disgusting. Some of the statements made are false and misleading. For example, 'the signs are small, the size of a piece of paper, they are small neon signs, the town is against me'. This town has given him tremendous tax breaks through the IDA and this is how he is pushing to get what he wants rather than follow the Zoning Laws of this Town.

Petition to

Petition summary and background	
Action petitioned for	We, the undersigned, are concerned citizens who urge our leaders to act now to

Printed Name	Signature	Address	Comment	Date
① Dorothy Mintline	<i>[Signature]</i>	4272 Weaver Rd.		02-01-22
② Dennis Bob	<i>[Signature]</i>	4371 Weaver		2/1/22
③ Brian	<i>[Signature]</i>	4420 weaver		2-1-22
④ Gress Schuman	<i>[Signature]</i>	4420 weaver		2-1-22
⑤ Ann St. Pierre	<i>[Signature]</i>	4420 weaver		2-1-22
⑥ Stephen Wilson	<i>[Signature]</i>	6626 Stitt Rd		2-1-22
⑦ Lukas Weisner	<i>[Signature]</i>	4509 Hurst Rd		2-1-22
⑧ TER G... ..	<i>[Signature]</i>	4557 Hurst Rd		2/1/22
⑨ Fred Wilson	<i>[Signature]</i>	100 OSBORN	NOT NOTIFIED	02/01/22
⑩ @ Heric	<i>[Signature]</i>	4441 WEAVER RD		2/1/22
⑪ BERTHA MINTLINE	<i>[Signature]</i>	4272 weaver Rd.		2/1/22
⑫ Elizabeth St. Pierre	<i>[Signature]</i>	4416 Weaver Rd		2/1/22
⑬ Amanda cole	<i>[Signature]</i>	4434 Weaver Rd		2/2/22
⑭ Vincent Racine	<i>[Signature]</i>	4434 Weaver Rd		2/2/22
⑮ Carolyn Racine	<i>[Signature]</i>	4434 weaver Rd		2/2/22
⑯ Gerald Beckman	<i>[Signature]</i>	590 Stitt Rd 146		2/2/22

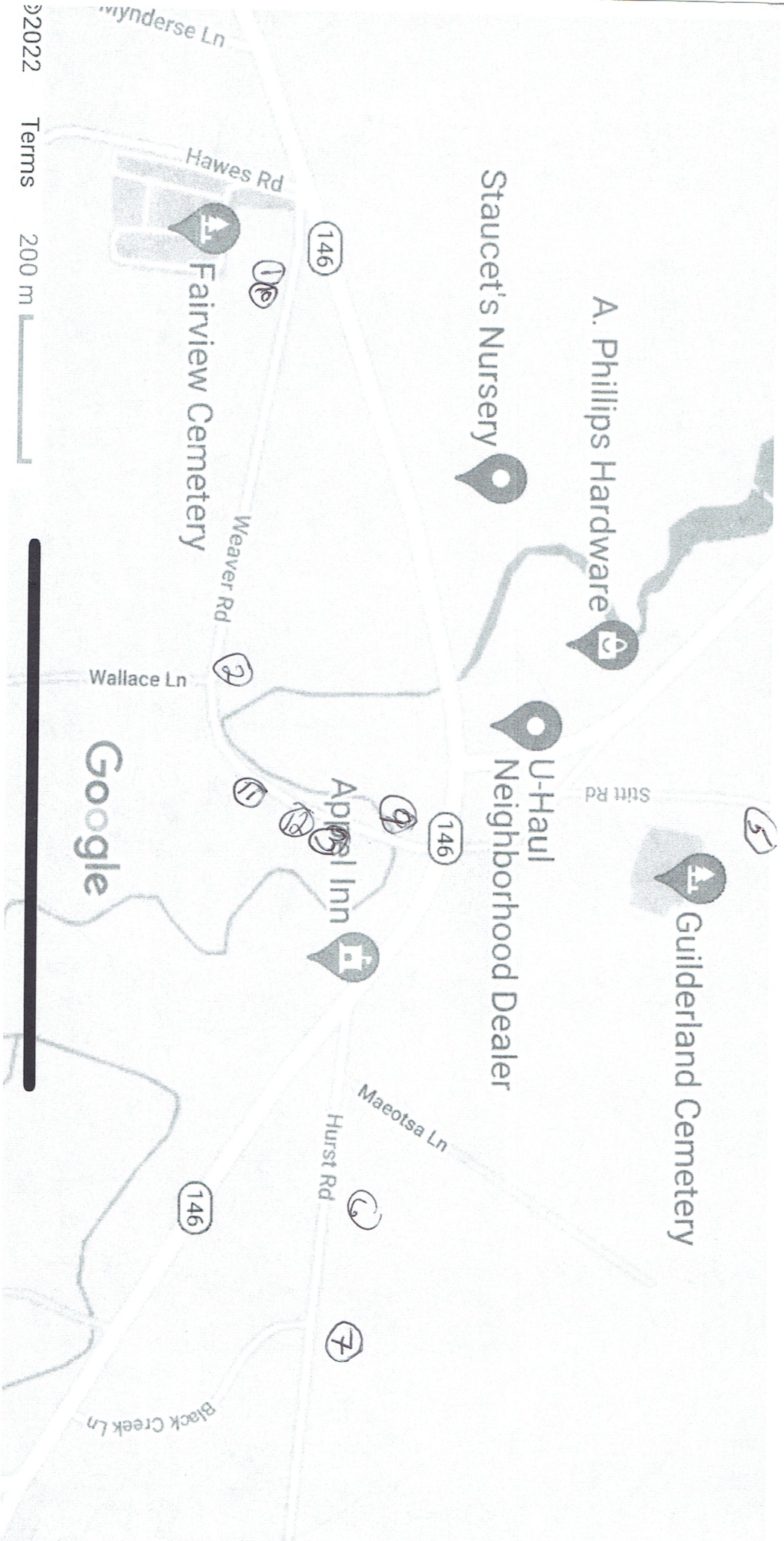


= Standing — designates Signator's location and # on Petition AGAINST variance request

Sheet1

Petition Signers AGAINST Area Variance Request for Signage – Phillips Hardware
With STANDING

Indication	Address	Name	Tax Map ID	
1	4272 Weaver Road	Dorthy D. Mintline	30.00-2-27	owner
10	4272 Weaver Road	Dorthy D. Mintline	30.00-2-27	owner
2	4371 Weaver Road	Dennis Bubb	38.00-1-24	owner
3	4420 Weaver Road	Brian Giesselman	38.00-2-39	spouse
4	4420 Weaver Road	Erin St. Pierre		owner
5	6626 Stitt Road	Stephen O. Wilson	38.00-3-35	owner
6	4509 Hurst Road	Lukas Weisner	38.00-3-19.1	
7	4557 Hurst Road	Terri Conroy	38.00-3-20.2	owner
8	100 Osborne Road	Fred Wagner	38.00-3-11	owner
		Fred Wagner	38.00-3-13	owner
9	4441 Weaver Road			
11	4402 Weaver Road	Elizabeth St. Pierre	30.00-2.36	spouse
12	4416 Weaver Road	Amanda Cole	38.00-2.38	
13	4434 Weaver Road	Vincent Ragnoe	38.00-2-40	owner
	4434 Weaver Road	Carolyn Ragnoe	38.00-2-40	owner
14	590 State Route 146	Gerhard Beckmann	38.00-2.41	owner



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Terms

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