

New Stuyvesant Plaza sign would detract from residential quality of McKownville

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To the Editor:

The McKownville Improvement Association objects to the proposed new sign at Stuyvesant Plaza.

The center panel of the present Western Avenue sign is proposed to be enlarged to 10 feet by 16 feet—from 8 feet by 16 feet. This will be accomplished by lowering the center panel towards the ground by two feet. This will interfere with the ability of drivers exiting Stuyvesant to see oncoming traffic.

The opening between the bottom of the new sign and ground would be but 16 inches. The large pillars holding the sign also block visibility for the drivers exiting Stuyvesant as well as the built-up brickwork at the base of the present sign.

The Fuller Road intersection is overloaded with traffic—any interference in sight lines will reduce driver safety for both

Western Avenue traffic and that exiting Stuyvesant Plaza.

The changing information on the proposed sign is supposed to attract attention and will divert attention from driving—that is, the proposed sign will make this section of Western Avenue even more dangerous for drivers—and this is in addition to the driving safety problem caused by the reduction in sight lines.

The recent addition of two businesses—TCBY and Five Guys—in the area has increased left- and right-hand turns along that stretch of Western Avenue. Moreover, the Northway entrance lane that begins near the Stuyvesant Plaza exit means that drivers heading for the Northway will have their attention diverted by the new sign.

The Western Avenue Corridor study for McKownville that was paid for by the town recognized

that McKownville was over developed—the commercial activity in McKownville is enormous. Along with Westmere, we are the commercial center for Guilderland and beyond. And the McKownville area is quite small—only one square mile for 3,000 people living in about 1,000 homes. The Corridor Study emphasized the need to enhance the residential character of the hamlet.

The proposed sign adds to the commercial appearance of the hamlet, thereby reducing its residential quality—a residential quality that the town has invested in with several new sidewalks, a new park, zoning enforcement, and improvements to reduce storm water causing flooding—with more improvements slated for the next few years.

**Don Reeb, president
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