

To: Mr. Remmert, Jackie Coons, and Members of the Town of Guilderland Zoning Board.

From: Don Reeb

Subject: McKownville

Date: January 15, 2020

I am opposed to granting "Well Now" the variance for the signage that has been requested,

We are not talking about a person driving down the street and suddenly having the urge to visit Well Now. Visits to Well Now or other Urgent Care facilities are planned visits. All that is needed is a sign with a name and building number on it. Those seeking it will be able to find it. The electronic devices which nearly everyone now uses will locate any property and informs the driver---TURN HERE.

Commercial building signs are nearly superfluous in today's electronic age.

Third, signs are nearly always unattractive. They do not add to the quality of a neighborhood--and McKownville is a nice neighborhood.

Signs at the three St. Peter's facilities near Well Now--at 1450, 1444 and 1442 Western are each about 50 square feet. The three facilities are certainly well used. If the three facilities do not need large signs, then why should Well Now need extra-large signs? I assume it is because the business wants every advantage that it can get—whether it needs it or not.

Fifth, signs usually come with lighting. Nearby residences—on both McKown Road and Western Avenue-- live in a neighborhood where privacy and seclusion are not aided by the spill-over of lighting from commercial signs. The Well Now property was once home to a residence--a very nice looking Victorian styled house. I feel sure that the neighbors would like to have it back--or at least not be overburdened with the bright lights from a commercial building.

Unlike the three nearby St. Peter's facilities, the Well Now facility has almost no green space between its building and McKown Road and very little between its building and Western Avenue. That is unfortunate—landscaping can and should be required—to soften the impact of commercial buildings.

The Well Now building is too big for the lot and too close to the streets. The huge signs only make the building more forward and in our face. The commercial building that once was located on that site---- Passonno Paints--did not have nearly as much signage.

Well Now was granted a variance to be located closer to McKown Road than established by the Guilderland Town Zoning law. Does the Town really want to grant Well Now yet one more variance that reduces the quality of the neighborhood?

I hope not.