

The McKownville Improvement Association

MCKOWNVILLE
ALBANY 3, NEW YORK

14 GLENWOOD STREET
MAY 22, 1967

MR. CARL J. WALTERS, SUPERVISOR
TOWN OF GUILDERLAND

DEAR MR. WALTERS:

IN SUPPORT OF THE RECOMMENDATION OF OUR ASSOCIATION THAT THE MAXIMUM SIZE OF LOCAL BUSINESS SIGNS BE REDUCED ABOUT ONE-THIRD, FOR NEW CONSTRUCTION:

A. ONE SIDE OF WESTERN AVE. HERE IS RESIDENTIAL FOR ABOUT 7 BLOCKS AND THERE IS CLEAR SPACE AT THE CITY LINE FOR THE STATE UNIVERSITY ENTRANCE

B. AMPLE SETBACK FROM THE HIGHWAY IS BEING REQUIRED FOR BUILDING PERMITS, AS WELL AS AMPLE FRONTAGE NEEDED FOR AUTOMOBILE CUSTOMERS

C. UNDER THESE ROAD CONDITIONS, THERE IS NO NEED FOR GIANT SIGNS TO IDENTIFY A BUSINESS. ALSO, WITH A SINGLE STEEL POLE SUPPORT, LITTLE SPACE IS REQUIRED FOR THE SUPPORT.

D. NEARLY ALL THE PRESENT BUSINESSMEN HAVE SIGNS SMALLER THAN OUR RECOMMENDATION, AND IT WOULD BE UNFAIR TO PERMIT NEWCOMERS TO ERECT SUBSTANTIALLY LARGER SIGNS.

E. THE "FRANCHISE" TYPE BUSINESS BEING PROMOTED TODAY BY NON-RESIDENTS HAVE SIGNS THAT ARE OBNOXIOUS AND, IF PERMITTED, WILL DEPRESS REAL ESTATE VALUES. RESIDENTS LIVING SOME DISTANCE FROM ROUTE 20 ARE VERY MUCH OPPOSED. SO WE BELIEVE STEPS SHOULD BE TAKEN AT ONCE TO PROTECT THE COMMUNITY.

F. THE NATIONAL BANK NEARBY HAS A SIGN INCORPORATED INTO THE BUILDING, WHICH INDICATES WHAT A COMPETITIVE BUSINESS CONSIDERS ADEQUATE. THE ZONING BOARD OF APPEALS WOULD UNDOUBTEDLY GRANT A VARIANCE IN ANY CASE WHERE A BUSINESSMAN PROVED A NEED.

I AM SENDING A COPY TO MR. JOSEPH J. ROSE, CHAIRMAN OF THE PLANNING BOARD.

SINCERELY,

Hugh Prythorck
PRESIDENT, MCKOWNVILLE
IMPROVEMENT ASSOCIATION

The text of Subdivision 22 of the Zoning Ordinance, relating to Local Business Signs, to be revised to read as follows:

The total area of such signs shall be no greater than a total of one and one quarter (1.25) square feet, including supporting structure and frame, for each linear foot of building structure along the principal street frontage. If illuminated, light shall be non-flashing and non-animated; the source of light shall not be directed into adjacent property, streets and highways. Fluttering banners, pennants and similar advertising devices are prohibited.

This recommendation was approved unanimously by the members of the McKownville Improvement Association at a meeting held May 16, 1967.