

Announcement from the McKownville Improvement Association

McKownville Neighbors:

Some of you have heard this news already. Many of you have not. WellNow Urgent Care is requesting a major signage variance for its new building at 1438 Western Avenue, on the corner of Western Avenue and McKown Road. The property is zoned LB (local business), a designation that allows a maximum of 50 square feet of signage per property. In addition to a freestanding sign, WellNow wants to place billboard-like signs on each of the four sides of the building, for a total of 308 square feet of signage!

On January 15, WellNow's representative, AJ Signs, presented this request to the Guilderland Zoning Board of Appeals (ZBA). Twenty-six neighbors turned out to show their concern, and to date nineteen have submitted letters of objection. No decision was made that night. AJ Signs was asked to revise the application, and the case has been carried over to February 5th at 7:00 p.m. The meeting will take place at Town Hall, in the Town Board meeting room on the first floor.

WellNow chose their location *knowing* the signage regulation, and now they want a variance. The other businesses along Western Avenue, including three adjacent medical facilities, successfully operate with signs no larger than 50 square feet. WellNow describes our neighborhood as commercial, and claims that the signs are needed for the public to find their business. They say the signs will have no negative impact on the character of our historic residential neighborhood. We strongly disagree on all counts!

The board members of the McKownville Improvement Association unanimously oppose this request. If allowed, this enormous amount of signage will cause permanent damage to the residential character of our neighborhood and set an unacceptable precedent for current and future businesses along Western Avenue, our "Main Street".

We have links posted on our website that will lead you to more information about the proposed variance: <https://mckownville.org/MIAevents.html>

To voice your concerns, please write a personal letter on the back of this announcement and mail it to the ZBA, or submit them electronically here: <https://www.townofguilderland.org/user/68/contact>

We would love for you to join us at Town Hall on February 5th to show the applicant and the ZBA how important it is that this zoning variance is denied. **However, please note that meeting agendas sometimes change. We suggest that you confirm with the Zoning Department on the day of the meeting that the case will be heard that evening. The telephone number is (518) 356-1980.**

McKownville Improvement Association Officers and Board Members

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