Town of North Greenbush Zoning Board of Appeals 2 Douglas Street, Wynantskill NY 12198

Application for a Variance, Special Permit, and/or Appeal

Zoning Board Fees as per Chapter 197 Section I

General Information

| Applicant Number | 17-21 |
|---------------------------|------------------|
| Date Application Received | 1 |
| Hearing Scheduled Date | 8/9/17 |
| Application Fee | 1000.00 |
| Approved Date | Conditions (y/n) |
| Denial Date | Withdrawn Date |
| Zoning Chairperson | |

| | Applicant: | | Property Owner: |
|-------------------------------------|---|------------------------------|--|
| Name: | BT Albany LLC | Name: | BT Albany LLC |
| Company: | c/o Goldman Attorneys PLLC | Company: | |
| Address: | 210 Washington Avenue Extensio | n Address: | 200 Witmer Road, Suite 200 |
| | Albany, New York 12203 | - | Horsham, Pennsylvania 19044 |
| Phone: | (518) 431-0941 | Phone: | (215) 938-7700 |
| Applicant is: | Owner Builder Lessee If Other, Explain: Attorney for BT | Architect/Engine | er Agent_X Other |
| Lot Informat | ion | | |
| Street Address | of Lot: 100-103 Van Rensselaer | Square | |
| Parcel ID Nur | nber: 1457-1.122 | Zoning District: C | |
| Irregular Shar | oe of Lot (Y or N) Corne | er Lot (Yor N) Yes | |
| Existin | ig: Lot Area Frontage | Denth | - |
| | cks: Front Rear | | |
| Propos | sed: Lot Area Frontage | Depth | The second secon |
| Setbac | ks: Front Rear | Left Right | |
| Type of Water | Service: Municipal | | Disposal Municipal |
| | | | |
| Describe Exis | ting Use: Retail Shopping Cent | er | |
| Type of Reque | est: x Area Variance Special Permit for signage | Use VarianceCode Interpretat | ion |
| Briefly describ | pe the proposal: | | |
| Area vari | ance for signage for shopping cente | er and pylons (SEE EXI | HBIT "A"). |
| List the name Name: Front Rear Left | Eastwyck (| Circle | nal paper if needed. Property Use: Senior Apartments Vacant Land Vacant Land Residence |
| Right _ | <u>δ Douglas</u> | Avenue | L'ESIGETICE |
| Kc:/zba/zba appli | See Exhibit "A" | | |

| Required Submittals | | |
|---|--|--------------------------------|
| distances, and location of pro X Part 1 of the State Environment | erty lines, dimensions, adjacent streets, a posed changes. Ental Quality Review (SEQR) Short Enveloped by the Code of the Town of North Gr | vironmental Form |
| Failure to su | bmittals may be required by the Zon bmit all required documents may res he processing or denial of the applications. | ult in a delay |
| Have there been any other variances | issued for this property? (Y or N) Yes | · |
| If yes, explain: | ariances. Application 17-14 and Applica | |
| Other Sirmiar Sign ve | mandes. Approaction to the area approach | |
| Proposed use/construction: Signage | st, please complete the following e Package for Retail Shopping Center (amily home, commercial building, addition, deck, | (SEE EXHIBIT "B") |
| | REQUIRED | PROPOSED |
| Lot Size: | | |
| Width at set back: | *** Complete the Pathology of the Complete Compl | |
| | | |
| Front Setback: | | |
| Front Setback: Rear Setback: | | |
| | | |
| Rear Setback: | | |
| Rear Setback: Left Side Setback: | | |
| Rear Setback: Left Side Setback: Right Side Setback: | | |
| Rear Setback: Left Side Setback: Right Side Setback: Maximum Lot Coverage: Maximum Height: | Residential Area Variances, please comp | plete the following: |
| Rear Setback: Left Side Setback: Right Side Setback: Maximum Lot Coverage: Maximum Height: | Residential Area Variances, please com | plete the following: PROPOSED |
| Rear Setback: Left Side Setback: Right Side Setback: Maximum Lot Coverage: Maximum Height: | granten or part of the part of | |
| Rear Setback: Left Side Setback: Right Side Setback: Maximum Lot Coverage: Maximum Height: For Multi-family Residential / Non-1 | granten or part of the part of | |

Kc:/zba/zba application

Area Variance Continued

| 1. | Explain how no undesirable change will be produces in the character of the neighborhood; nor a detriment to nearby properties created by granting the area variance. |
|----|--|
| | SEE EXHIBIT "B" |
| | |
| 2. | Explain why the benefit sought by the applicant cannot be achieved by some method, feasible for the |
| | applicant to pursue, other than an Area Variance. |
| | |
| 3. | Describe whether the requested Area Variance is substantial. |
| | |
| 4. | Explain how the proposed variance will not have an adverse effect on the physical or environmental conditions in the neighborhood or district. |
| | |
| 5. | Explain whether difficulty is self- created. (Consideration is relevant, but should not necessarily preclude the granting of the Area Variance. |
| | |
| | |

| | Ise Variance Applications, please complete the following: De the request use: SEE EXHIBIT "B" |
|------|---|
| 1 | |
| . 1. | Explain why the application cannot realize a reasonable return without the Use Variance, as demonstrated by the content financial evidence. |
| | |
| 2. | Explain how the alleged hardship relating to the property is unique, and does not apply to a substantial portion of the neighborhood. |
| | |
| 3. | Describe why granting the requested use variance will not alter the essential character of the neighborhood. |
| | Explain whether the alleged hardships have been self- created. |
| | |
| | Describe in Detail your request: |
| | |

| MANAGEMENT OF THE PROPERTY OF | | |
|--|--|--|
| | | |
| or Home | Occupation Request, please see To | wn of North Greenbush Code Sections 197-3 and 197-24 |
| or Earth | work Permit, Please see Town of No | orth Greenbush Code Section 197-30 |
| or Teleco | mmunication Tower Permit, Please | see Town of North Greenbush Code Section 197- 107 |
| | | Appeal Criteria |
| Explain the our object | | uding Town Code Section, Building Department decision, and |
| | angur maki (1945) ya Bashiri dangan makawa sa ya mara pamaran makawa na kayba nabahiran sa makama makama na ka | |
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| Certifica | tion and Authorization | |
| | tion and Authorization | unlication is true to the best of my knowledge and I authorize t |
| certify tha | t the information contained in this ap | oplication is true to the best of my knowledge and I authorize the |
| certify tha | t the information contained in this aporth Greenbush to process this applica | ation as provided by law. |
| certify tha | t the information contained in this aporth Greenbush to process this applicate Applicant: | |
| certify tha fown of No | t the information contained in this aporth Greenbush to process this applica | ation as provided by law. Property owner: |
| certify tha | t the information contained in this aporth Greenbush to process this applicate Applicant: | ation as provided by law. Property owner: |

Appendix B

Short Environmental Assessment Form

Instructions for Completing

Please refer to this link for step by step assistance: http://www.dec.ny.gov/permits/90156.html

Part 1- Project information. The applicant or project sponsor is reliable for the completion of part 1. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification. Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information.

Complete all items in part 1. You may also provide any additional information which you believe will be needed by or useful to the lead agency; attached additional pages as necessary to supplement any item.

| | and Sponsor Information | | The first of the f | | | engo 1001 |
|---|---|---|--|--|-----|-----------|
| Name of Action | | in Rensselaer : | Square Shopping Center | | | |
| Project Location | n (Describe, and attach a loc Routes 4 and 43, Va | | Square | | | |
| Brief Description | on of Proposed Action: | | The second secon | n de en de de la journe de grant de la company de la compa | | |
| | Signage for balance | of Shopping Co | enter and Pylons | | | |
| Name of Applic | ant or Sponsor: BT Albany LLC | | Telephone: E-Mail: | | | |
| Address: | · · · · · · · · · · · · · · · · · · · | vs PLLC, 210 \ | Washington Avenue Exten | sion | | |
| City/PO: | Albany | | State: New York | Zip Code: 12203 | | |
| | | | | | | |
| or regulation? If | Yes, attach a narrative desc | ription of the inter | ion of a plan, local law, ordinand at of the proposed action and the d to part 2. If no, continue to que | environmental | YES | NO X |
| or regulation? If resources that m 2. Does the prop | Yes, attach a narrative desc nay be affected in the munici posed action require a permit | ription of the inter pality and proceed t, approval or fund | nt of the proposed action and the | environmental estion 2. | YES | |
| or regulation? If resources that m 2. Does the prop | f Yes, attach a narrative desc nay be affected in the munici | ription of the inter pality and proceed t, approval or fund | nt of the proposed action and the d to part 2. If no, continue to que | environmental estion 2. | | X |
| or regulation? If resources that m 2. Does the prop If yes, list agenc 3. a. Total acrea b. Total acrea c. Total acrea | Yes, attach a narrative desc nay be affected in the munici posed action require a permit | ription of the interpality and proceed t, approval or fundoroval: d action? d? iguous properties) | at of the proposed action and the deto part 2. If no, continue to que ling from any other governmenta 35 Acres Acres Acres | environmental estion 2. | | X NO |
| or regulation? If resources that m 2. Does the prop If yes, list agence 3. a. Total acrea b. Total acrea c. Total acrea owned or co | Yes, attach a narrative descray be affected in the munici- posed action require a permit cy(s) name and permit or appage of the site of the proposed ge to be physically disturbed ge (Project site and any cont | ription of the interpality and proceed t, approval or fundoroval: d action? d? iguous properties) r project sponsor? | at of the proposed action and the ditto part 2. If no, continue to que ling from any other governmenta 35 Acres Acres Acres | environmental estion 2. | | X NO |
| or regulation? If resources that m 2. Does the prop If yes, list agence 3. a. Total acrea b. Total acrea c. Total acrea owned or co | Yes, attach a narrative descray be affected in the municiposed action require a permit cy(s) name and permit or appeared of the site of the proposed ge to be physically disturbed ge (Project site and any controlled by the applicant or | ription of the interpality and proceed t, approval or fundoroval: d action? d? iguous properties) r project sponsor? | at of the proposed action and the ditto part 2. If no, continue to que ling from any other governmenta 35 Acres Acres Acres Acres | environmental estion 2. | | X NO |
| or regulation? If resources that m 2. Does the prop If yes, list agenc 3. a. Total acrea b. Total acrea c. Total acrea owned or c 4. Check all land | Yes, attach a narrative descray be affected in the municiposed action require a permit cy(s) name and permit or appeared to be physically disturbed ge (Project site and any controlled by the applicant or duses that occur on, adjoining | ription of the interpality and proceed t, approval or fund proval: d action? d? riguous properties) project sponsor? ng and near the pro- | at of the proposed action and the ditto part 2. If no, continue to que ling from any other governmenta 35 Acres Acres Acres Acres | environmental estion 2. al Agency? | | X NO |
| or regulation? If resources that m 2. Does the prop If yes, list agence 3. a. Total acrea; b. Total acrea; c. Total acrea; owned or co 4. Check all land | Yes, attach a narrative descray be affected in the municiposed action require a permit cy(s) name and permit or appage of the site of the proposed ge to be physically disturbed ge (Project site and any controlled by the applicant or duses that occur on, adjoining Rural | ription of the interpality and proceed t, approval or fundoroval: d action? d? eiguous properties) project sponsor? mg and near the pro | at of the proposed action and the deto part 2. If no, continue to que ling from any other governmenta 35 Acres Acres Acres Acres Oposed action. X Commercial Re | environmental estion 2. al Agency? | | X NO |

Kc:/zba/zba application

| a. A permitted use under the Zoning regulations? b. Consistent with the adopted comprehensive plan? | YES X | NO |
|---|-------------|-------------------------------|
| | | |
| Is the proposed action consistent with the predominant character of the existing built or | YES | NO |
| atural landscape? | X | |
| Is the site of the proposed action located in, or does it adjoin, a state listed Critical Environmental Area? yes, identify: | YES | NO |
| | | X |
| | YES | NO |
| a. Will the proposed action result in a substantial increase in traffic above present levels? | | х |
| b. Are public transportation service(s) available at or near the site of the proposed action? | | |
| c. Are any pedestrian accommodations or bicycle routes available on or near the site of the proposed action? | X | |
| Does the proposed action meet or exceed the state energy code requirements? If the proposed action will exceed requirements, describe design features and technologies: | YES | NO |
| The proposed actions will exceed requirements, describe design realthes and itemmorgies. | | |
| | | X |
|). Will the proposed action connect to an existing public/private water supply? | YES | NO |
| | | |
| If no, describe method for providing wastewater treatment: | | X |
| | VES | |
| | YES | NO |
| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: | 3 | NO X |
| . Will the proposed action connect to existing wastewater utilities? | YES | NO |
| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: 2. a. Does the site contain a structure that is listed on either the State or National Register of Historic | 3 | NO X NO |
| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: a. Does the site contain a structure that is listed on either the State or National Register of Historic places? b. Is the proposed action located in an archeological sensitive area? | 3 | NO X NO X |
| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: a. Does the site contain a structure that is listed on either the State or National Register of Historic places? b. Is the proposed action located in an archeological sensitive area? | YES | мо х мо х |
| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: a. Does the site contain a structure that is listed on either the State or National Register of Historic places? b. Is the proposed action located in an archeological sensitive area? a. does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other water bodies regulated by a federal, state or local agency? | YES | NO X NO X |
| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: a. Does the site contain a structure that is listed on either the State or National Register of Historic places? b. Is the proposed action located in an archeological sensitive area? a. does any portion of the site of the proposed action, or lands adjoining the proposed action, contain | YES | х х мо х |
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| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: a. Does the site contain a structure that is listed on either the State or National Register of Historic places? b. Is the proposed action located in an archeological sensitive area? a. does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other water bodies regulated by a federal, state or local agency? b. Would the proposed action physically alter, or encroach into, any existing wetland or water body? | YES | х х х х х х |
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| Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: a. Does the site contain a structure that is listed on either the State or National Register of Historic places? b. Is the proposed action located in an archeological sensitive area? a. does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other water bodies regulated by a federal, state or local agency? b. Would the proposed action physically alter, or encroach into, any existing wetland or water body? If yes, identify the wetland or water body and extent of altercations in square feet or acres: | YES | мо х мо х мо х |
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| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: a. Does the site contain a structure that is listed on either the State or National Register of Historic places? b. Is the proposed action located in an archeological sensitive area? a. does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other water bodies regulated by a federal, state or local agency? b. Would the proposed action physically alter, or encroach into, any existing wetland or water body? If yes, identify the wetland or water body and extent of altercations in square feet or acres: J. Identify the typical habit types that occur on, or are likely to be found on the project site. Check all that apple. Does the site of the proposed action contain any species of animal, or associated habitats, listed by the State or Federal government as threatened or endangered? | YES YES YES | NO X NO X NO X |
| . Will the proposed action connect to existing wastewater utilities? If no, describe method for providing wastewater treatment: a. Does the site contain a structure that is listed on either the State or National Register of Historic places? b. Is the proposed action located in an archeological sensitive area? a. does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other water bodies regulated by a federal, state or local agency? b. Would the proposed action physically alter, or encroach into, any existing wetland or water body? If yes, identify the wetland or water body and extent of altercations in square feet or acres: J. Identify the typical habit types that occur on, or are likely to be found on the project site. Check all that apple. Does the site of the proposed action contain any species of animal, or associated habitats, listed by the State or Federal government as threatened or endangered? | YES YES YES | NO X NO X NO X NO X NO X |

| b. Will storm water discharges be directed to establish conveyance systems (runoff and storm drains)? If yes, briefly describe | | | X |
|---|--|-----------------------------|-----------------|
| 18. Does the proposed action include construction or other activities that result in the impoundment of water or other liquids (e.g. retention pond, waste lagoon, dam)? If yes, explain purpose and size: | | YES | NO X |
| 19. Has the site of the proposed action or an adjoining property been the location of an active or closed solid waste management facility? If yes, describe: | | YES | NO |
| 20. Has the site of the proposed action or an adjoining property been the subject of remediation (ongoing of completed) for hazardous waste? If yes, describe: | | YES | NO X |
| I AFFIRM THAT THE INFORMATION PROVIDED ABOVE IS TRUE AND ACCURATE TO THOF MY KNOWLEDGE | E BEST | | |
| Applicant/ Sponsor name: Paul J. Goldman, Attorney in Fact Date: Signature: | | | i i i |
| Part 2- Impact Assessment. The Leaf Agency is responsible for the completion of Part 2. Answer all of Part 2 using the information contained in part 1 and other materials submitted by the project sponsor or oth reviewer. When answering the questions the reviewer should be guided by the concept "have my responses | erwise avail | lable to | tions in the |
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| Part 3- Determination of significance. The Lead Agency is responted that was answered "moderate to large impact may occur", or if there action may or will not result in a significance adverse environmental identify the impact, including any measures or design elements that impacts. Part 3 should also explain how the lead agency determined impact should be assessed considering its setting, probability of occur Also consider the potential for short- term, long-term and cumulative | is a need to explain why a particular element of the proposed impact, please complete part 3. Part 3 should, in sufficient detail, have been included by the project sponsor to avoid or reduce that the impact may or will not be significant. Each potential urring, duration, irreversibility, geographic scope and magnitude. |
|---|---|
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| Name of Lead Agency | Date |
| Print or Type Name of Responsible Officer in Lead Agency | Title of Responsible Officer |
| Signature of Responsible Officer in Lead Agency | Signature of Preparer (if different from Responsible Officer) |
| | |

EXHIBIT A

SIGNAGE/AREA VARIANCE APPLICATION OF BET ALBANY LLC

• Description of Proposal. The Applicant hereby submits this application to the ZBA for an area variance for the approval of an overall signage package for the Van Rensselaer Square Shopping Center in the Town of North Greenbush. Since the subject is a modern grocery anchored shopping center with additional ancillary retail tenants, the signage at the Shopping Center is critical of the retail tenants and overall success of the Shopping Center. As the ZBA is well aware the subject shopping center is set back from the intersection of Route 4 and 43. Further, the subject property is located on a site that it is substantially elevated from that that intersection such that the signage is critical since the elevation affects the visibility of the Shopping Center. Several of the tenants have applied for their own signage being Five Below (ZBA Application 17-14) and Shop Rite (ZBA Application 17-15) and these area variance applications were approved with conditions by the ZBA at the June 14, 2017 meeting of the ZBA

The Applicant is submitting this application to the ZBA for the following: (a) an overall signage package for the retail tenants at the Shopping Center based on a Requested Tenant Size set forth in Exhibit "1" to this Exhibit A as compared to the Tenant Space Façade at the Shopping Center and the provisions of Town of North Greenbush Zoning Ordinance §197-37(E) (1) relating to the maximum size of the wall signs; (b) approval of the Pylons for the Shopping Center in accordance with Exhibit "2" to this Exhibit "A" and the provisions of Town of North Greenbush Zoning Ordinance §197-37(G); and (c) the monument sign at the right in/right out entrance off of Bloomingrove Drive.

Listing of Abutters - Continued:

9 Douglas Lane

567 Bloomingrove Ave. Residence

4 Douglas Ave.

Residence

Residence

564 Bloomingrove Ave.

499 Northgreenbush Rd.

Business

EXHIBIT "1"

REQUESTED SIGNAGE FOR THE SHOPPING CENTER

| Tenant | Tenant Space Façade (SF) | Requested Tenant Signage (SF) (** Building Only) |
|--------------------|--------------------------|--|
| Phase 1 Building | | |
| Home Goods | 3812 | 200 |
| TJMaxx | 3712 | 200 |
| Michaels | 3599 | 200 |
| Phase 2 Building | | |
| Ulta | 2270 | 200 |
| Petco | 2774 | 200 |
| Five Below | 1885 | Approved ZBA App. # 17-14 |
| Shoe Carnival | 2240 | 200 |
| Realty USA | 1410 | 150 |
| Hanzo Hibachi | 1500 | 100 |
| Tenant | 618 | 100 |
| Great Clips | 433 | 100 |
| GNC | 433 | 100 |
| Metro Mattress | 1018 | 100 |
| OutParcel Building | <u>.</u> | |
| Tenant | 800 | 150 |
| Tenant | 833 | 150 |
| Tenant | 800 | 150 |
| Chilis Building | | 200 |

^{**} These values do not include Signage Panel areas shown on separate Pylon Sign Plan.

EXHIBIT "2"

ELEVATION FOR PYLON SIGNS AT THE SHOPPING CENTER

EXHIBIT "3"

ELEVATION FOR MONUMENT SIGN

EXHIBIT "B"

BASIS FOR AREA VARIANCE

• Explain how no undesirable change will be produced in the character of the neighborhood; nor a detriment to nearby properties created by the area variance.

The instant application for an area variance is for an overall signage package for the Van Rensselaer Square Shopping Center shopping center as set forth on Exhibit "1" (the "Shopping Center"). As the ZBA is well aware, or or about January 11, 2006, the Shopping Center received final site approval. The Shopping Center was not constructed as a result of the recession which occurred in 2007 to 2010. On or about January 9, 2017, the final site plan approval was amended by approval of the Planning Board in Decision No. 16-24. It is respectfully submitted that the signage allowed by the Town of North Greenbush Code §197-37 does not provide the signage required by modern retail shopping tenants. The Shopping Center wants to have its signage competitive with the immediate large scale retail competition on the Route 4 corridor. The building improvements are set back from Route 4 and Route 43 so that the signage package requested in this application should not create any detriment to the immediately nearby properties. As part of the initial site plan approval for the Shopping Center, the predecessor to the Applicant agree to not build on the adjoining 16 acre parcel immediately to the east which provides additional buffering of the building improvements and the signs that are the subject of this area variance requestr. The Pylons were part of the previously approved final site plan. In addition, the form of the monument sign is attached as Exhibit "3".

• Explain why the benefit sought by the applicant cannot be achieved by some method, feasible for the applicant to pursue, other than an Area Variance.

It is respectfully submitted that the signage allowed by the Town of North Greenbush Code § 197-37 does not provide the signage required by modern retail shopping tenants. The Shopping Center is set back from Route 4 and 43 such that the signage allowed by the Town Code is not sufficient to capture the attention of potential retail customers. The fact that the signage allowed by Town Code is not sufficient for the current requirements of the retail tenants is confirmed by the fact that this Board approved area variances for other tenants of the Shopping Center pursuant to Application # 17-14 and Application # 17-15.

• Describe whether the requested Area Variance is substantial.

The additional signage reflected in the instant application is not substantial since the Applicant is seeking additional flexibility in the amount of the allowed signage per Town Code. As part of the amended site plan for the Shopping Center that was approved in January 2017, the overall size of the Shopping Center was reduced from approximately 252,000 SF to 203,000 SF. Therefore, the aggregate amount of the signage requested for the entire Shopping Center was be reduced. The reduction in the aggregate signage from the approximately 51,000 SF reduction in the building improvements coupled with the reduction of the 51,000 SF reduction in the size of the building improvements makes the requested area variances not substantial.

• Explain how the proposed variance will not have an adverse effect on the physical or environmental conditions in the neighborhood or district.

The signage package sought by the Applicant is consistent with the retail uses set forth on the final site plan approval for the Shopping Center that was approved by the Town in January 2017. Since the overall size of the Shopping Center was reduced, the additional signage sought by the Applicant will not have a material impact on the physical and/or environmental conditions of the neighborhood and/or district. The requested signage will only have a visual impact which is not considered to be material to the neighborhood and immediate area.

• Explain whether the difficulty is self-created (Consideration is relevant, but should not necessarily preclude the granting of the Area Variance.

It is respectfully asserted that the request for the area variance associated with the Signage Package was not self-created but is a result of a combination of: (a) the distance of the building improvements from Routes 4 and 43 as compared to other retail premises in the Town which have their building improvements set closer to the highways so that the stores and signage are more visible from the highway; and (b) the elevation difference between the roads and the Shopping Center

• Explain why granting the request is consistent with public health, safety and general welfare of the community including the public or commercial inconvenience of the applicant.

The signage package requested by the Applicant is part of an approved site plan which was modified to reduce the overall square footage of the Shopping Center by approximately 51,000 SF. The retail use of the Shopping Center is a permitted use under the Town Zoning Code. At the time of the amended site plan approval, the Planning Board noted that the Monument Sign at Bloomingrove Road would need a possible review by the ZBA

APPEAL CRITERIA

Explain the nature of the requested appeal, including Town Code Section, Building Department decision and your objections.

Town Zoning Ordinance §197-37(E)(1) limits the total area of a wall sign to 60 feet. The permitted size under the Town Ordinance is not sufficient for a modern shopping center similar to the Shopping Center as evidenced by the applications made by Five Below and Shop Rite. Exhibit "1" hereto has the requested size of the wall signs for the Shopping Center with the exception of Five Below and Shop Rite. It is respectfully asserted that the permitted size per the Town Ordinance of 60 feet is not sufficiently visible from the far reaches of the parking lot or Route 4 and 43 so that there is insufficient identification of the retail stores.