

Jeremy O'Brien

From: Jeremy O'Brien
Sent: Tuesday, December 15, 2020 4:33 PM
To: 'Bradley Glass'; Eileen Halloran; DPD
Cc: Richard LaJoy
Subject: RE: 22221 Sign permit 161 Washington Ave Ext, Suite 104 MyHotTub.com
Attachments: MyHotTub 24 ft box with channel letters 10-21-20.pdf; doc00813920201215155005.pdf; 1215201528a_HDR.jpg; 1215201532a_HDR.jpg; 1215201531_HDR.jpg; 1215201528_HDR.jpg; 1215201521b_HDR.jpg; 1215201527_HDR.jpg; 1215201521a_HDR.jpg; 1215201521_HDR.jpg

Hi Mr. Glass,

In response to the denied application, please see the following:

1. The first attachment will have more legible dimensions. I am sorry they did not come through more clearer the first time.
2. The second attachment will also have the elevation depicted more clearly.
3. With all due respect, I don't understand the 32 SF maximum allowable size for a wall sign. I am in a plaza where the smallest sign is much bigger than the one applied for. Planet Fitness, right next to me, has an enormous sign. A 32 SF sign will look miniscule next to this. I do not want customers questioning my company's lack of willingness to invest in an appropriate sign. Attached are also examples of the signs that my neighbors have.
4. The last picture will show the middle rectangle above the store. The proposed sign will not take up this whole space.

In closing, I hope that you will reconsider so I can be on an equal playing field (actually still smaller) as my co tenants.

Thank you,
Jeremy O'Brien
Retail Director

From: Bradley Glass <bglass@albanyny.gov>
Sent: Tuesday, December 15, 2020 3:15 PM
To: Eileen Halloran <ehalloran@albanyny.gov>; DPD <dpd@albanyny.gov>
Cc: Jeremy O'Brien <jeremy@myhottub.com>; Richard LaJoy <riajoy@albanyny.gov>
Subject: RE: 22221 Sign permit 161 Washington Ave Ext, Suite 104 MyHotTub.com

Hello Eileen,

I took a look at the permit you are referencing. The dimensions on the drawing are illegible. The elevation drawing is also difficult to read.

Per the fee calculation, the size of the proposed sign is 94.7 SF. The maximum allowable size for a wall sign in this district is 32 SF. Accordingly, this application is denied pursuant to 375-4(l)(5)(a)(i) of the City Code.

Bradley Glass
Director

City of Albany
Department of Planning and Development