



Historic Town of Hyde Park

Planning Board
4383 Albany Post Rd
Hyde Park, NY 12538
Office: 845.229.5111 ext. 2 Telefax: 845.229.0349

Michael Dupree, Planning Board Chairman
"Working with you for a better Hyde Park"

RECEIVED

FEB 03 2022

TOWN CLERK
HYDE PARK, NY

2 February 2022

Chairman Dave McNary
Board members Jim Agrawal, Gerald Bowen, Paul Donnelly, Rich Perkins
Kyle Barnett, Sarah Wilson Esquires
4383 Albany Post Road
Hyde Park, New York 12538

Re: Recommendation for area variances for Rite Aid pharmacy

Dear Chairman McNary, distinguished Board members and Attorneys Barnett and Wilson:

Thank you for the opportunity to comment on area variances requested by Rite Aid located at 1 Crum Elbow Road. After thoroughly reviewing the application and with due consideration to the height and mass of the existing pharmacy and its distance from two major thoroughfares, we recommend you grant the smaller requested area variances for the two wall mounted signs. For the other requested increases, we believe that your Board can best exercise its own judgment. In support, we offer the following:

1. The applicants have submitted two visual simulations/proposals regarding wall signs, one located along the western-facing, rear gable end wall and the other above the primary entry. One presents a 30 inch logo with letters forming "Rite Aid" at heights of 1 foot, nine inches, and letters spelling "Pharmacy" at 11 inches for the sign above the entry, and a 2 foot, six inch logo along the rear gable end wall with 1 foot, nine inch letters spelling "Rite Aid" and 1 foot six inch letters forming "Drive Thru." This first proposal is their "preferred" proposal, and along with other requested variances including those for decorative elements on two freestanding signs, a doubling of the maximum size for directional signs and a second freestanding sign where only one is permitted, the total square footage sought is 166.35 where the maximum permitted for the lot is 100 square feet.
2. The second proposal features a 24 inch by 19 and three-quarter inch logo with letters forming "Rite Aid" sized at 1 foot, four and three-quarter inches and letters spelling "Pharmacy" remaining at 11 inches for the primary entry sign. The sign on the rear gable end wall features a logo measuring 24 inches by 19 and three-quarter inches, letters spelling "Rite Aid" at 1 foot, four and three-quarter inches, and letters forming "Drive Thru" measuring nine and a half inches.
3. The existing primary entry signage features letters spelling "Rite Aid" and "Pharmacy" at heights of 20 inches, for a total of 33.45 square feet. The applicant's preferred proposal would increase the total area from 33.45 to 63.25 square feet. This is a near doubling of the square footage of the sign area, though the building size has not changed, and seems



Historic Town of Hyde Park

Planning Board
4383 Albany Post Rd
Hyde Park, NY 12538
Office: 845.229.5111 ext. 2 Telefax: 845.229.0349

Michael Dupree, Planning Board Chairman
"Working with you for a better Hyde Park"

akin to overkill. Though drug stores can be used by visitors to any town, their primary customers are local. Rite Aid is a well-established brand and already has high visibility since it sits at one of the busier intersections in our town. As such, we do not see why such a significant increase would be needed. The second proposal increases the total primary sign square footage from 33.46 to 45.8. The photo simulations submitted show the logo and lettering to still appear in balance with the surrounding expanse of wall above the entry, and we recommend that your Board selects it.

4. The existing signage for the rear gable end wall features letters spelling 'Rite Aid' measuring 24 inches, and to our eyes, these dominate the wall area and are already too large. With the letters forming "Drive Thru Pharmacy" measuring 13 inches along with the logo, the total square footage now is 33.46. The applicant's preferred proposal increases the total to 54.6 square feet. While not a near doubling, it is still approximately an increase of 65%. The second proposal shows a more modest overall increase of the wall sign area from 33.46 to 39 square feet. The letters and the logo in the second proposal are still clearly visible to motorists and pedestrians, and we recommend that your Board selects it as well.

Please contact me if you need any additional information.

Sincerely,

Michael Dupree
Chairperson