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**HILTON GARDEN INN – PROPOSED SIGNS  
NARRATIVE SUMMARY  
MARCH 29, 2012  
TAX LOT 95-1-45.22 & 45.21  
TOWN OF NEWBURGH, ORANGE COUNTY**

**PB # 2012-06  
MC PROJECT NO. 12000031A**

The Hotel parcel (tax lot 95-1-45.22) is approximately  $\pm 5.57$  acres and is located within the IB (Interchange Business) zoning district. The site has frontage on Crossroads Court along its northern boundary and the N.Y.S. Thruway (south bound) along its southeastern boundary. The site is currently improved with the Hilton Garden Inn hotel and associated site amenities. There is an existing 'Hilton Garden Inn', building mounted sign located on the northern façade of the hotel (20.75 S.F.).

The applicant is proposing the construction of two (2) identification signs and one (1) directional sign:

- 1.) A freestanding tower identification sign, 55 foot tall located on the eastern property boundary of the subject parcel abutting the Thruway. Double sided, each side equaling 198 S.F., total sign area equals 396 S.F.;
- 2.) A freestanding identification sign, 18 feet tall, located at the intersection of Route 17K and Crossroads Court in the Route 17K right-of-way adjacent to tax lot (95-1-45.12). Double sided, each side equaling 50 S.F., total sign area equals 100 S.F.; and
- 3.) A directional sign located at the hotel driveway entrance off the Crossroads Court cul-de-sac. Single sided and equaling 5 S.F.

The Hotel parcel has 86.24' of frontage on Crossroads Court. Per §185-14 (Sign Regulations) of the Town Code, the total area of all such signs on a lot shall not exceed 1/2 of the total length of street frontage of the lot in linear feet. Based on this regulation the Hotel parcel is allowed 43.1 S.F. of signage. Of this total, 20.75 S.F. has been used for the building mounted sign. This leaves a remainder of 22.35 S.F. permitted for the Hotel parcel.

For the proposed directional sign, a variance will be required for the proposed sign area and location. The proposed directional sign is 4 S.F. and the maximum allowable is 3 S.F. per sign. This sign is also located less than 15 feet from the property line. It is proposed at 2.8 feet from the property line.

The proposed freestanding tower sign exceeds the 40 foot maximum sign height permitted in §185-14. Therefore, an area variance for relief from the sign height for 15 feet is required from the Zoning Board Appeals (ZBA). Based on the limited amount of frontage for this parcel, the site signage (total



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site signage = 421.75 S.F. (401.0 S.F. (proposed) + 20.75 S.F. (existing)) exceeds the allowable by 378.65 S.F. A variance from the ZBA will also be required for this overage.

The adjacent, vacant parcel (tax lot 95-1-45.21) has a combined 899.12' of frontage on Crossroads Court and Route 17K. Per §185-14 (Sign Regulations) of the Town Code, this vacant parcel is allowed 449.56 S.F. of signage. The proposed freestanding identification sign adjacent to this lot (100 S.F.) is within the permitted amount of signage for this parcel and provides an excess sign area of 349.56 S.F. for future development. The sign however, is located in the NYS Route 17K right-of-way and not on the parcel. The sign is located in the right-of-way and not on the parcel due to the existing cemetery and wooded area west of the parcel which obstructs views of the Route 17K frontage of this parcel. This location improves the view of the sign for people traveling east on Route 17K.

Approval of this location will require review by the NYSDOT. A variance is required for this sign due to it not being located on the same parcel that the business it advertises and not providing the required 15 foot setback from the property line.

At this time we are requesting to be put on the next available Planning Board agenda for review.