

VEB meeting minutes, March 16, 2016 7:30 pm

In attendance: Kelly Keesey from Old Post Physical Therapy, 43 Old Post Road. Ray Clifford, representing the Comprehensive Plan Gateway & Wayfinding Review.

VEB members: Paul Perreira, Mayla Hsu, Tom Smith were present. Doug Wehrle was absent.

1. Since TS was the designer of the sign, he abstained from comment as a VEB member, but assisted Ms. Keesey in answering questions in the first business item.

The signs in question are for a physical therapy clinic, located in a small brick building facing the high school. The physical therapy sign refers to the building and not the greenhouse that is behind, which is leased by Pasticci's restaurant in NYC.

The sign is of size 24" x 32", ivory colored PVC that will be between 0.5-0.75" thick. The signmaker has not been chosen, but TS recommended Signs, Ink., or Tom McCaffrey. PP asked about the sign color. It will be an ivory background with gray and black text. There will be two signs: one will be on the clinic building, and one will be a hanging vertical sign on the pole where the previous Swanson florist sign was. The lettering will be 4" high, simple, clean, and clear. The VEB had no further comments or issues and recommended this sign.

2. Discussion of VEB new member solicitation. PP had prepared two paragraphs describing the qualities of a new VEB member. Both include useful descriptions, and so we decided to combine both options into one. PP will do this.

3. Ray Clifford came to discuss his proposed signs for the gateway and wayfinding review. Since Ted Brumleve and Doug Wehrle were absent, all agreed to a shortened meeting. Ray handed out hard copies of his review.

TS asked when this review would go to the Board of Trustees, and Ray replied that Ted has already presented it, in order to begin calculating costs, phase-in dates, identification of priorities, logistics etc. Ray said that there is a need to make the process obvious to residents of COH because there is a considerable amount of money involved (about \$50,000), and the support of residents is important.

He has considered approaching local artists such as Jessica Miller, a skilled and talented landscape artist, to be involved in producing lithographs of local scenes aimed at fundraising, promotions, awareness etc. He floated the idea of rotating artwork as part of this.

The VEB and Ray discussed the signs in his review, and considered the logo as a part of these. The consensus was that the big letter C works well on stationery but not on highway signs. Welcome signs from other towns and villages (Ossining, Beacon, Sleepy Hollow, Tarrytown) were discussed. All agreed there is a need for simple, uniform,

uncluttered signs, particularly in areas of neglect (e.g. highway entry/exit). Further detailed discussion was postponed until Ted and Doug could be present.