

VEB meeting 21 sept 16

In attendance: Tom Smith (TS), Jari Rouas (JR), Doug Wehrle (DW), Mayla Hsu (MH). Three agenda items were discussed.

1. Irma's Hair Salon, 131 Grand Street

In attendance: Tom McCaffrey (TM), McCaffrey Signs, Inc.

Two signs at this location were discussed. One will be a panel above the door on which "Irma's Hair Salon" will be seen. This will be black with cream/beige lettering. It will be mounted on an existing panel of aluminum, using a background of black vinyl graphic film. JR asked about the lettering, which appears cracked in the photograph. TS replied the lettering is solid, and that is simply due to a low-quality photo. Letters will become smaller in the center of the sign, giving a flared appearance to the sign.

The second sign will replace the lettering in the store window with white lettering reading "Irma's Hair Salon Walk-In." It will all be on the left side of the door. The window on the right hand side of the door will be clear. The "OPEN" neon light on the right side will remain. DW asked about the barber pole on the left, and TM said it will be removed, as it is presently stuck onto the glass. TS says it's unusual to have all the lettering on one window, with none on the other. TM noted that the owner wants it that way. VEB asked whether lettering sizes will stay the same as the present, and TM said he will set the type size to fit available space. DW queried whether a phone number should be on the sign, but TM said it is a walk-in place and so it may not be needed. The lettering appears to fit well within the 25% allowed space rule.

The VEB agreed that the signs are good, and will advise Joe Sperber that the sign fabricator should proceed with production.

2. Code enforcement regarding the visual appearance of multiple businesses in Croton. This list is not comprehensive, and the VEB will cite other instances as they are noted.

- a. Banner signs up for too long. Permanent signs required.
 - EATalia, the Croton Dodge dealership, and Three Dog Bite, Nappy Auto Body on Brook Street, Doyle lawn mower repair on Brook Street
- b. New signs have been installed without consultation with the VEB
 - Rescue Auto Repair on Riverside Drive, Nine Dragons restaurant on Maple Avenue,
 - advertising signs on posts at the corner of Riverside and Croton Point Avenue on the Shop Rite shopping center property as drivers enter the village

- signs advertising CVS services, driving to/from CVS parking lot toward Municipal place
- c. cluttered shop windows that may violate the code restrictions on obscuring window views:
- Croton Deli near the dummy light, and the bodega adjacent to the Green Growler
3. A proposed sign review form. While respecting the need for more immediate feedback to the Village Engineering Office regarding signs, the VEB felt that filling out a form immediately after, or during a VEB meeting would be impractical and logistically difficult. Often, the VEB recommends modifications to a sign, which is followed by discussions between the sign fabricator and their client and then further discussions with the VEB. Filling out a memo would add another step to the already multi-step process for sign compliance. The VEB appreciates the effort to improve communications and accountability, and suggests that as an alternative, the minutes for each meeting will be sent to the Village Engineering Office within 72 hours after each meeting.