

## Meeting minutes

The advisory board on the visual environment

April 20, 2016 7:30 pm

Present: Tom Smith, Mayla Hsu of the VEB, Ann Galleli, Board of Trustees liaison

Petitioner: Mr. Houman Khaleel, Croton Pet Station, 420 South Riverside Avenue

The business will be located beside the New York Sports Club (NYSC). It is a pet daycare and training store, and will sell high-end gourmet dog and cat foods. They will offer daily pet care, nutritionist consultation, animal playdates and parties. The business owner has worked out of his home on Cook Lane for over ten years, and with more than 120 clients, wants to expand into this commercial space of 4257 square feet. It is called a “pet station” because the three partners plan to include a delivery service of pet food to people’s cars upon arrival at the Croton train station.

The sign design was based on the landlord’s design for signs of adjacent businesses. The typeface used will be identical to that of UPS, to ensure some uniformity with the other signs. The diagram submitted was somewhat misleading however, because bars on the sketch were there to indicate lower and upper case. They will not actually be on the sign itself. Additionally, the letters will actually be more spread out than indicated on the submitted diagram, because the façade actually has more space than indicated. It will be illuminated, acrylic, and white. In front, there will be a small window with a double door. There will be a small window decal indicating hours of operation. Walking in will lead to a “barkery” (animal bakery) in glass casing. The idea is to target foot traffic walking into the NYSC. Additionally, there will be a rear door with a window decal indicating play group hours.

TS asked to see an updated version of the sign that includes a scaled representation and the proper typeface, without the bars that were on the original submission. HK agreed to contact the signmaker and request an updated drawing, to be sent to the VEB via Joe Sperber.