

VEB meeting 4/15/15 7:30 pm

In attendance: Doug Wehrle (DW), Tom Smith (TS), Mayla Hsu (MH)

Petitioner: Hudson River Deli, 186 Grand Street, Croton-on-Hudson, 10520 represented by Miguel Rodas (MR) of Rodas Productions

This business is a deli that specializes in Ecuadorean food and sells groceries. It is also a small restaurant with two tables inside. The owner plans to replace the existing sign, which is 24 inches high and 144 inches wide, and is presently faded, rusting, and has lost many letters. It has no frame and is attached by brackets screwed on the back. The proposed sign would be of the same size as the existing one. There are two electrical lights overhanging the sign, which MR will not replace. Under the sign is a gutter that catches rain and prevents dripping onto the doorway, and this too will remain.

The name of the shop ("Hudson River Deli") will not change, and will be prominently written on the proposed sign. TS suggested that this large type is overly large for this sign, and is too high on the sign, with insufficient blank space above the lettering. He suggested reducing the size of the large letters from 10.5" height to 8" or 9", thus adding more open space above. He also proposed non-italics for the sub-heading ("Restaurant & Grocery...") since the two may clash. MR replied that the contrast will attract attention, which is a primary goal of the new sign. TS also suggested that the typeface could be simplified. DW and MH commented that the letters are quite large in proportion to the size of the shop, and that maybe the sign itself could be smaller. MR said that in order to use the existing brackets, he would have to keep the new sign close to the size of the old one. TS suggested making the sign narrower, by shortening the sign on both sides, perhaps by about 15%. Together with the reduction in letter size, this would make the sign look cleaner and better proportioned. TS drew a suggested outline.

MR also said he will replace the brackets because they are visible from the side of the building, and are rusty. He will also speak to the owner about cleaning up the windows and painting the window trim white or another color that is compatible with the blue and white sign. MR also plans to add stenciling along the bottom edge of the windows, indicating fruit and vegetables for sale. While this would be helpful, MR was reminded that according to the Village Code, window writing must be less than 25% of the total window surface area.

MR agreed to re-design the sign, incorporating these suggestions, and will contact TS and the VEB with his updates. TS provided MR with several proposed drawings.