

VEB meeting  
August 19, 2015  
7:30 pm

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

1. Sign applicant: J.Y. Moon Tae Kwon Do, 25 South Riverside Avenue (JYM).

This application involves a change of use wherein a retail facility will be used temporarily as a martial arts studio. JYM will move into this location for a few months while his new facility near the Cortlandt train station is under construction. Two changes in signage are proposed. First, a new sign will be installed in the existing light box on the south side of the building. This will read "J.Y. Moon Taekwondo", with the phone number beneath, the logo of a kicking man to the left, and a red box reading "temporary location during construction of our new facility". The second sign change is that the existing sign on the side of the building, which now reads "Croton Ace Hardware", will be removed and blanked out. A solid fence will be installed around the dumpsters under this sign.

The VEB asked about the chosen color scheme. JYM noted that it is currently used by the business, and is on its vehicles. PP commented that the section reading "temporary etc." may be too wordy for people to notice while driving by quickly. JYM said that "temporary location" might suffice, which would increase readability. TS sketched an example of the red box containing the words "temporary location", with a slight reduction in the height of the red box, so that it would align with the height of the "Taekwondo" letters. TS gave JYM the sketch, to show to Tom McCaffrey (the sign maker). JYM agreed that this modification will make the sign more effective, and prompt his clientele to have discussions with him about their pending re-location.

The sign, being temporary, will be made of plastic translucent acrylic, and will not be used in the new permanent location, since it won't fit. The business is anticipated to be in the proposed temporary space until January 2016, and if more time is needed to prepare the new facility, JYM will continue to occupy 25 South Riverside Drive on a monthly basis. DW wondered what could be done to enhance the appearance of the building front. JYM said the planning board is asking other tenants to improve the appearance.

DW will advise Joe Sperber of the sign change suggestions. JYM has approval from the VEB to proceed.

2. CVS Pharmacy, 53 Maple Avenue. PP pointed out that lighting for the letter "C" is burnt out, so in the dark, the sign reads "VS pharmacy". The VEB discussed informing the store manager, as this is visually unappealing.

3. Select Gas, 67 Croton Point Avenue. DW noted that the green lights illuminating gas prices are disproportionately bright, relative to the other lights on the sign.

Regarding items #2 and #3, the VEB requests code compliance to inform the two businesses of these issues.