

VEB meeting
June 17, 2015
7:30 pm

In attendance: Doug Wehrle (DW), Mayla Hsu (MH), Tom Smith (TS), Joe Sperber (JS), Nicholas Rudyk (NR) of Hudson Sign Company.

NR appears on behalf of two businesses, whose signs are discussed.

1. JPJ Enterprises, 67 Croton Point Avenue
2. The Matra Group, 1380 Albany Post Road

1. 67 Croton Point Avenue, "Select" Gas Station

Select gas is formerly the Gulf gas station on the corner of Croton Point Avenue and Riverside Drive. NR developed the proposed sign in consultation with the owner, who will remain the same. The new sign will be smaller than the old one, because the large panel with the Gulf logo will be gone. The maximum size allowed for this type of sign is 40 square feet, and the new one will be 6' x 6', or 36 square feet. JS points out that gas pricing information is not legally required on this kind of sign, which would save space, however, the owner wants the pricing information posted, as this information is important to customers.

TS asks if the "Select" and surrounding blue space will be illuminated. The blue around "Select" is a separate panel than the blue space below. The blue panel below will not light up. TS thinks the "Select" letters are placed too high, with insufficient blue space above. NR says maybe they can be moved downward a little, but this downward movement will be limited, because there is a bar separating the two blue panels that is needed for structure. TS suggests shrinking the height of the letters by 5%. NR agrees to try to adjust spacing. VEB unanimously approves the sign.

2. 1380 Albany Post Road, "Estate Cabinetry, La Petite Spa, Dancing Fingers"

The planning board (PB) already approved the size of this sign, which is larger than permitted, since five square feet is insufficient to accommodate signs of the three existing businesses. PB waived the sign size maximum of five square feet in area, and granted approval for a sign of 32 square feet. Additionally, PB authorized the exterior illumination of both sides of the sign, provided that lighting is flush to the ground and glare is minimized. JS reports that the PB said it will not return to a discussion of the details of the sign, which they want handled by the VEB. Thus, it is clear that PB refers all further discussion of this sign to the VEB.

DW asks about the construction of the sign. NR says it's a completely new sign, as the previous one was cabinet-style with screwed in signs, and is in bad shape. The new sign will be slightly wider than the existing one. DW asks about the sign posts, and NR says they are aluminum, hollow, with rounded extrusions. NR will paint them with automotive quality paint, first using an epoxy primer, which

etches the metal, allowing paint to be applied. TS inquires about the color choices of black and white, and NR says that he anticipates a high turnover of tenants, needing frequent sign changes. Black and white can be easily made by other sign companies, and the panels, being composite metal (aluminum on the surface) are uncomplicated to change. The red color for Estate Cabinetry is necessary because it is their logo. DW asks NR to encourage owners to plant some trees, shrubs etc. to beautify the property. VEB unanimously approves the sign.