

VEB meeting
May 20, 2015, 7:30 pm

36 Oneida Street, 321 South Riverside Drive
Flatiron Abstract LLC, Addeo Attorney at law, Ryan & Ryan Attorneys at law,
Hudson Tax & Books LLC.

Present: Doug Wehrle (DW), Tom Smith (TS), Paul Perreira (PP), Mayla Hsu (MH), Andrew Levitt (AL, village board liaison).

Petitioner: Tom McCaffrey (TM), of McCaffrey Signs, Peekskill NY

1. DW notes that AL is present at his first VEB meeting, and describes the process of sign discussions.
2. The four signs in question are discussed. Each one is black painted PVC with carved white lettering in Times Bold, with a white border. TS asks if all signs on building should be unified to match the pre-existing white hanging sign. TM responds that they are not overwhelming, being small panels. DW asks if one door is used by all four businesses, and TM confirms this. PP remarks that the proposed signs could have more presence, and TS suggests the same signs as the proposed panels, but stacked vertically. DW points out that this building is situated far back from the road, and this is the perfect opportunity to have a sign closer to the road that lists all of the businesses. Such a sign would generate greater interest from passers-by and drivers. TM agrees, saying there is certainly room to put in a sign, and that the proposed signs, which are mounted on the building, are very small and are only seen when people drive in. There is discussion about what would be permitted for a free-standing sign near the road. DW says that such a sign would need further discussion, such as lights and getting all building tenants to agree to share the expense. TM says he'll ask the owner about mounting the signs vertically and possibly having a free-standing sign. The VEB concludes that the proposed signs are classic in appearance and are attractive. A potential free-standing sign would be the subject of a future meeting.
3. According to our charter, we need another member on the VEB. PP agrees to ask the owner of Sunshine & Clover, and also Kevin and David, a local couple whose surnames are not known. DW mentions Howard Sharp, to whom he will talk. DW will also talk to Jennifer Rutheny and Jan Johnson.
4. Visual Resources Report. DW explains to AL what the report is, and why we need to update it. There is discussion about what entries still need copy written, and assignments are divided up among VEB members. AL mentions the Comprehensive Plan Committee, which is in the process of

updating the village's comprehensive plan. One subject of discussion by the Comprehensive Plan Committee is enhancing gateway and way-finding signage in Croton. As we are in the process of updating the visual resources in the village, we could consider meeting with them to discuss areas of shared interest.