

VEB meeting 7/16/14 7:30 pm

Attending: Seana O'Callaghan, Seth Weintraub, Tom Smith, Mayla Hsu, Douglas Wehrle, Joe Sperber

Petitioners: Mark Cheshire, Genco Luca, Janet Mainiero and Mary Cain

#### 1. Mark Cheshire, Jane E. Lytle Memorial Arboretum

- Mark Cheshire "MC" reported that the Arboretum has received permission from Hudson National golf course to put a sign on their property, on Fox Road.
- MC said they decided to rebrand in light of commonly used nomenclature "Croton Arboretum" and the website URL. They would like to have the new sign reflect this name to "start fresh".
- MC showed that letters will be carved into wood, and therefore have to be sufficiently large. "Entrance Ahead", which hangs off the bottom of the sign, was suggested by the golf course so that people won't mistakenly think they are already in the arboretum, when in fact they're still on the golf course. This would also enable a future duplicate sign, if needed. The golf course administrators have seen the new sign and approve.
- An additional new sign consisting mostly of text indicates golf course/trail demarcations. This will be about 18"x24" and will replace "Welcome to the Croton Village Trail System" sign. It won't obscure the Trail Link logo.
- VEB was very positive and approved these signs.

#### 2. Genco Luca, proprietor of Hopscotch

- Before beginning discussions, the VEB decided that Tom Smith "TS", as the designer working for Genco Luca "GL", should be on "other side of the table" and represent the petitioner, not the VEB. TS and GL agreed.
- GL states that he hopes to open in two weeks, and is awaiting ConEd's gas release hookup.
- The first sign would be an outdoor vertical hanging "H", size 12"x12" and made of steel, 1/4" thick, consisting of a letter "H" cutout. The second sign would be one vertical sign beside door, spelling the word "Hopscotch". Both signs will be of a blue-indigo color, although this is not yet settled. Building exteriors will be white, country-style, inside will be gray and blue-gray. Cutouts will remain white.
- Douglas Wehrle "DW" suggests that the vertical hanging "H", size might be better in a larger size, and could include the word "hopscotch" in smaller letters below the "H". GL says he wants to attract curiosity with the single letter "H", so people will come take a closer look.
- DW suggests mockups and checking from the street for size, and that VEB wants businesses to thrive.

- TS agrees to make models of slightly larger size (max 14”), and check how they look from some distance. He also says that the bracket above the sign could be straight instead of the swirly top.
- VEB asked where the street number will be located. GL says it will possibly be on a subway tile, above the door (#8 Old Post Road).
- VEB asked about illumination of the signs: GL plans to have three gooseneck lamps, European-style, to illuminate the signs.
- DW preferred pergola before white paint. GL anticipates it will become weather-beaten and faded, and look more natural within one year. He plans for it to actually look green because he will have climbing plants, vines covering it.
- VEB approves the signage plan and design with the additional caveat that owners and TS will decide on final size of the perpendicular sign.

### 3. Janet Mainiero, Mary Cain of BCC 9/11 Memorial

- For the Wayside Memorial sign:
  - Green circle shows parts of the sundial, yellow background should be similar to yellow of existing signs
  - Phase 1 and 2 signs have been removed and given to the Croton Historical Society.
  - Volunteer task force information is not on the plaque
  - DW says the green circle shouldn't be on the end and could be shifted approximately 6” to the right
  - VEB suggest further editing to make text more uniform between sections. Also, the graphics and text section could be rearranged, so that it's easier to read. For example, instructions on how to read a sundial should be between the graph of time fluctuations and earth's rotation.
  - The diagrams can be made more succinct. For example, lettering could be all horizontal, and certain text is redundant
  - TS suggests that the list of names could be in smaller font size, avoid “diving board” overhang. Also suggests justifying the text and other formatting changes (equalizing sizes of figures). Janet Mainiero “JM” will consider whether to delete the words “Project Director” or to move those words to the next line, or move her name to fit alphabetical order.
  - Seana O'Callaghan “SOC” suggests that the list of taskforce members names (project organizers) doesn't really fit, Mayla Hsu “MH” agrees since the entire panel is about the memorial design and science of a sun dial. TS and DW suggest the background of the taskforce names could be made slightly darker to indicate that content-wise, it's a stand-alone section.
  - Jim Rhodes, the architect working on this project, had wanted several changes, which were discussed:

- “Reaching Through the Shadow” label should larger. However, JM and the VEB suggest removing it from the green “parts of the sundial” circle.
  - Include bullets between the words Buchanan, Cortlandt and Croton-on-Hudson to be consistent with plaque.
  - Coloring the diagram – foliage vs. boulder discussed – decided not to color, because this is just a diagram of the real thing. For maximal instructive value, only the most important elements of the sundial, rays, and medallions need to be there.
  - VEB suggests eliminating color from other parts of the diagram, such as the girl, shadow and mulch.
- Figure of map: background color will be light mustard beige to replicate background color on other interpretive signs at Croton Landing. Also remove Central Park rectangle, Manhattan island will be white
- Figure of the graph, which indicates fluctuations in sundial reading with every month, is problematic for the Oct-Nov peak, which goes off-figure and is colored white. The artist should either add another horizontal row on the top of the graph or cut off that peak altogether.
- Picture of the globe: Since “Orientation” is the title, it should be moved to the top of the page, and the globe should be shifted down. The word “memorial” should be deleted, and lettering should be horizontal.
- JM will consider cost of edits, and whether a proof will be too expensive.