

## **VEB Meeting August 20, 2014**

Present: Seth Weintraub, Tom Smith, Seana O'Callaghan, Douglas Wehrle

Absent: Mayla Hsu

The VEB reviewed three sign applications:

RD Flooring, S. Riverside Ave.

The Board's only recommendation is to change italic font on the bottom of the awning to another of the same font as the top where the awning reads "RD Flooring", or same font family, Futura, but not bold. This change from the loopy italic would make it much more readable. The VEB also recommends taking 'www' off the web address, since this is now redundant, given current technology. Note the awnings have now been installed.

Run on Hudson, S. Riverside Ave.

The VEB recommends that the perpendicular sign come down to 8 ft. above the sidewalk, or as close as possible to that. The proposed location on the building for the sign at 13 ft., seems too high. Signs Inc. proposed this height following concerns that the awning in front of the sign could block the view from those driving southbound on S. Riverside. The board wondered whether this would indeed be the case, given the depth of the awning, and asked that Signs Inc. try to get as low as possible above the minimum 8 ft. mark on installation. The board also recommends that some of the paper signs blockage in the windows be removed, so as not to be out of compliance with the rule prohibiting greater than 25% coverage of windows. The board suggested that the center side window, which is unattractively obscured by a large wooden panel, could be covered with a full-size digital photo applied to the window.

Side Car at the Tavern, N. Riverside.

The VEB unanimously approved of the new sign for Side Car. In addition, the board commends the color choices for the facade, door and outdoor furniture. We hope that this new venture is successful and look forward to its addition to what has become a popular restaurant node on N Riverside Avenue.

Finally, Seth Weintraub informed the board that since he recently moved, he is no longer a resident of the Village, and he has resigned his post based on failure of the residency requirement.