

Village of Croton-on-Hudson Visual Environment Board (VEB) Minutes January 15, 2014

VEB members in attendance: Tom Smith, Seana O’Callaghan, Doug Wehrle, Seth Weintraub, Mayla Hsu

Sign contractor: Steven Chester from SignsInk, 3255 Crompound Rd., Yorktown Heights, NY.

1. Application for retail signage for *Michele Milano Jewelry*, and revisions to existing signage at 139 Grant Street, Croton-on-Hudson 10520

Free standing sign:

In general discussion focused on the appropriateness of designing the new sign to be more in tune with the two existing signs that it will be grouped with. VEB believes that the proposed sign would be difficult to read and confusing for a number of reasons: the proposed font is hard to read and the shadowing or outline of the script further obscures the clarity of image; the inclusion of musical notes on a sign for a jewelry store confuses the retail statement; the sentence “Objects d’art” is incorrect (it should be “objets d’art”), and “for the discerning diva” is hard to read (also, some people might not like being called divas). Sketches by VEB members suggest a more readable font (suggested Garamond typeface), with the word “Jewelry” made more prominent than the proprietor’s name, which could be written in script.

The board reviewed Michele Milano’s web site and her Etsy.com shopping site, which provided additional discussion as to other suitable fonts that the owner might like. As proposed, the use of a dark blue (Flag Blue) for the lettering would provide good legibility.

Signs on the building face:

A discussion of the building mounted signs revolved around the size of the proposed Milano Jewelry sign compared to the two new proposed building mounted signs for Acker House and holistic physical therapy. Application materials show the Milano Jewelry sign to be 8 feet long by 16 inches tall. However, Mr. Chester indicated that the sign would be more on the order of 5 feet by 14 inches. This sign would be located just below the roof line of the front porch centered on the double set of French doors. As proposed the sign would hang in front of architectural details on the building façade. The two other signs, for Acker House and holistic physical therapy, would be significantly smaller and mounted directly to the wall beside the front door. While there is an understanding that the retail sign may want to be distinguished from the professional office signs of the other building occupants, the question of size and location were not resolved.

It was agreed that Mr. Chester would propose revisions to both the free standing sign and the building mounted sign(s) and submit revisions to the VEB via email. The VEB will review proposed revisions and communicate by email to permit the sign company to proceed with fabrication in as timely manner as possible.

2. The board discussed objectives for 2014 that we will be reviewing with the new Village Board Liaison, Mr. Andrew Levitt, in February.