

Village of Croton-on-Hudson Visual Environment Board (VEB) Minutes

August 21, 2013

Present: Tom Smith, Seana O'Callaghan, Doug Wehrle, Chair

Absent: Joe Sperber, Kevin Davis

Member(s) of the Public: John Goldberg

Discussed

1. Sign Application from John Goldberg, *Croton Music Center*, 1 Old Post Road South

The Croton Music Center will be a new addition to the Upper Village commercial district, to be situated in a visually high profile location. Following are our comments and reflect the points discussed with Mr. Goldberg.

- Signs presented were attractive and consistent with the vision that the VEB has for Village signage.
- Two signs will be displayed, one mounted to the side of the building, and one hanging perpendicularly in front of the buildings side porch. The perpendicular sign will be set back from the sidewalk by about 2 feet and hang over top of an existing hedge.
- The use of a perpendicular signage in this location is precisely look the VEB advocates for the Upper Village, being particularly suited to pedestrians and slow moving vehicles.
- If it is found to be necessary to consider any code ambiguity, the VEB would hope for a favorable interpretation, given that there is a preexisting bracket for the perpendicular sign, and given the unique features of the store location -- on a corner with prime visibility via opposite side of street stores and walking pedestrians.
- For the sign proposed to be affixed to the side of the building, the VEB suggested reducing the dimensions by approximately 10% to better relate to the adjacent window, the presentation of which was discussed as a valuable marketing asset.
- For the perpendicular sign, no particular changes are suggested.
- For both signs however, a softer shade of black (background color), such as dark espresso, should be considered.

2. Sign Application for *Yoga Sol*, 5 Old Post Road South

This new signage will be part of a re-branding of Hudson Yoga, which has had an active and successful presence in the Upper Village for the past 16 years.

- Signs presented were attractive, will be a visual plus for the Upper Village and are considered to be consistent existing adjacent storefront signage.
- Signage will be comprised of: vinyl (pin and pad) lettering on brushed a metal background for the main sign above the window, a color stencil of the new logo in

- red and orange on the storefront window, and white stenciling including the business Web site on the front door.
- For the above-window sign, the VEB suggests lettering using a softer black, such as 80% - 85% black (dark charcoal), instead of the 100% black presented.
 - For the window stenciling, the VEB suggests lowering the logo by about 2-3 inches so it appears more centered on the window.
 - For the door stenciling, the VEB suggests reducing the overall size by 10%.
3. The board discussed a follow-up memorandum to Village Manager Abe Zambrano concerning the areas that were discussed at our May 14, 2013 meeting along with an update of issues resolved and still pending.
 4. The board discussed proposing a process that would permit street art to remain where painted, pending VEB review, before the DPW is called to erase what may be great work (e.g., the recently removed picture of a man with a remote control and a T.V. by artist, "Child").
 5. The board discussed possible candidates to fill the vacancy brought about by the resignation of long time board member Valerie Leis.