

Meeting Minutes CEB: March 25, 2015

VEB Members: Doug Wehrle (DW), Tom Smith (TS), Paul Parreira (PP)

Joe Sperber (JS), Nick Rudyk (NR) [Hudson Sign Co.]

Eatalia Restaurant

Concerned that the previous establishments failed to capture a robust dinner crowd, in part perhaps by settling on cheap signage and exterior décor, the VEB made several suggestions to suggest a classier, more upscale-influenced “wine bar” appearance. TS recommended replacing the plexiglass light box sign with a wooden carved sign nicely framed with spotlights running above it. NR said that the cost would be too high for the owners, and said that TS’s suggestion could add up to an additional cost of \$1,800. TS also suggested that the proposed plexi glass sign could use a darker background (black with gold lettering) to match the black awning but NR mentioned that the owners had printed the menu’s and other collateral with the color scheme presented by NR on the sign.

The VEB then proposed a fresh palate of colors to give the exterior-front of the building a more refined aesthetic, instead of retaining the existing orange stucco. Options explored include painting the stucco dark green to match the black awning, or to changing the awning color to dark green and painting the stucco a medium marine grey—or other colors that match the stucco yet still create an authentic style.

The VEB then proposed the concept of moving away from the banner style light box sign completely and instead using a hanging sign perpendicular to the building. This more village friendly signage approach has been successfully implemented in other establishments, notably the next door “Run on Hudson”, “Tagine” and “Ocean House”.

NY Presbyterian Hospital-Physical Therapy

JS presented the Physical Therapy sign and the VEB agree that it maintains a good design aesthetic for the location. DW said the layout of the signage works with the lettering and the font. TS thought that the signs read as two separate entities. TS suggested that the “physical therapy” side (front of the building) should be included in the “Hudson Valley Hospital” side (see drawing below) by making it smaller to incorporate the “Physical Therapy” lettering. Combining both sides and repeating on the front and side of the building, plus making the “PHYSICAL THERAPY” in all caps.

- New York-Presbyterian / PHYSICAL
- Hudson Valley Hosp / THERAPY