

The minutes of the Architectural Review Board Meeting held on Thursday, June 28th, 2018, beginning at 7:00 PM.

PLEDGE OF ALLEGIANCE

ROLL CALL	Jean Gitlin, Chairwoman	- Present
	Anthony Accomando	- Present
	Joe Silverio	- Absent
	Andrea Caccuro	- Present
	Jaqueline Watson	- Absent
	Jorge Lopez, Village Architect	- Absent
	Ruben Berrios, Building Inspector	- Present
	Michelle Ventura, Clerk Typist	-Present

Chairman Gitlin introduced the first item on the agenda, Albania Rodriguez, 18 Main Street, Haverstraw, NY 10927. **27.54-1-6**

Ruben Berrios: Let me just give you a brief description of this. This sign is actually across the street. She moved her business to the other side, 18 Main Street. Also the facade, we have them written up so apparently they're changing a lot of it and I don't know if they're doing both sides but they're repairing all the glass and the changes there.

Andrea Caccuro: So this is the new store front?

Elisa Santos, Alba Multiservices Employee: Yes this is the new one.

Anthony Accomando: This is this going to go above?

Jean Gitlin: That sign looks larger then what would fit there.

Ruben Berrios: I think they would have to put it over here somewhere no?

Elisa Santos: If you need to make any changes it's ok. If you want to remove this part of the sign we can do that.

Anthony Accomando: You have "the national" in the corner too.

Elisa Santos: Yes. She works for The National.

Ruben Berrios: But how are you installing the sign? Because there you have space but here you're going to hang it or have it take part of the window?

Elisa Santos: Well I work for her and she couldn't come today but she said you can make any changes you need to.

Ruben Berrios: Well I mean it's very limited to what they can do.

Anthony Accomando: What would the options be?

Ruben Berrios: They would probably have to hang it.

Jean Gitlin: But then you'd cover part of the window.

Ruben Berrios: Yes.

Anthony Accomando: Do they have both sides or is this a separate store front?

Ruben Berrios: Correct, it's a separate store front.

Andrea Caccuro: It's hard to figure it out not knowing the measurements of anything.

Anthony Accomando: There's a window so they can't even go above without blocking the window.

Jean Gitlin: It would block the doorway.

Ruben Berrios: It's not that big, it's about 18 inches by probably 8 feet.

Andrea Caccuro: But the new store front looks like its 5 feet.

Ruben Berrios: Well yes, so it would come over and cover the air conditioning.

Andrea Caccuro: Can you do that with an air conditioner?

Ruben Berrios: Yes you can do that.

Anthony Accomando: Look at the gap from the air conditioner. You'd be from probably there to there at that's only 18 inches. That air conditioner probably has 30 inches down.

Ruben Berrios: It's a tough store front to put a sign on.

Andrea Caccuro: It feels like they need to make a new sign.

Ruben Berrios: But you're still going to have the same problem.

Anthony Accomando: Well what is this 8 feet?

Ruben Berrios: You could make it smaller but you're still going to cover the window.

Andrea Caccuro: Covering the window for me is not so much of an issue as this size looking like its floating. If they kind of stack it and then put it in this top half of the window you know what I mean? Or even the bottom half or something. Bottom half may not be a bad thing because they never clean the windows and have stuff in it so it looks messy.

Anthony Accomando: There might be enough space here. What if they put it right above this side?

Jean Gitlin: Is that the space?

Andrea Caccuro: No.

Anthony Accomando: Oh you're over one space, oh ok there we go.

Ruben Berrios: I think if they cut that one end, you might be able to fit it.

Anthony Accomando: The AAA is there so you can't put it in the center.

Andrea Caccuro: Then it would be the only store front that's above that line.

Anthony Accomando: It couldn't come out that far so you'd have to make a new sign.

Ruben Berrios: Well what she's saying is she could use this sign and cut the end off and make it fit over the windows, that is what you're saying right?

Elisa Santos: Yes you can take this part off and just leave this part.

Ruben Berrios: I guess what they're saying too is they don't like it coming out all the way out here.

Anthony Accomando: It would be weird if they hung it there going across because nothing else has that.

Andrea Caccuro: It wouldn't bother me so much if it fit perfectly and if they almost made it look like its built out and it covers the entire air conditioner. If only half of the air conditioner sticks out or something it's going to look really sloppy. It's really about them hanging it properly so it looks fine. It would be fine if it floats a little bit but maybe they need to box it in that part where the air conditioner is.

Ruben Berrios: You know there was someone who did something like that. What they did was they had 2 stores and they made it a joint sign. But here they won't do that. Do you remember that over on 55 Broadway was it? Maybe it was before you became members of the board. But they had the same situation and what they did was they had 2 signs and they connected it to make 2 signs. So it covered everything.

Anthony Accomando: Yes I know what you're talking about. That would look good but if they could go across the middle with a split sign like that, that would mean the AAA would have to do exactly the same sign.

Ruben Berrios: I doubt they would want to do that.

Jean Gitlin: That's not going to happen.

Ruben Berrios: Some of these buildings have such a small roof but here you don't even have that. You have a window there so you can't really put it up top.

Andrea Caccuro: Why don't you just put the Alba Multiservices so fold it so we can take off the top. The thing is none of this is to scale. I think if they do, they would have to hang it like that and have like a chain here or something.

Anthony Accomando: You mean have it come off the awning?

Andrea Caccuro: Yes chained off the awning and they would need a support here but it has to cover that air conditioner.

Jean Gitlin: But this is recess. So I don't know where she's going to nail it.

Andrea Caccuro: She would have to put a bracket that sticks straight out so that this is flat against the window and it sticks out. But it's more about making sure this looks neat.

Ruben Berrios: What if you tried something like this, more to the center? Even if it's a little shorter on that end, is that ok with you all?

Andrea Caccuro: I'd prefer it to be shorter on that end than the other end.

Anthony Accomando: So basically hang it over the ac with a chain here and there so it covers the AC.

Ruben Berrios: That's going to look funny no? You're going to see windows on the top.

Anthony Accomando: It will be free hanging though.

Ruben Berrios: This sign is not more than 18 inches I don't think.

Andrea Caccuro: I think it will be better with the window showing. I think what we can do on the window is like in home depot they have that contact paper that looks like something. They can make it look like a detail on top so it doesn't look like it's just over, but that has to be covered. it will look so much neater that way.

Ruben Berrios: I'm just thinking of the window coverage.

Anthony Accomando: But then there's an air conditioner here and your going to see their air conditioner too.

Andrea Caccuro: We can't do anything about that right now but at least we can conquer each sign at a time to make it look more aesthetically pleasing.

Ruben Berrios: That's a tough one.

Anthony Accomando: Is there any restrictions once it's hanging?

Ruben Berrios: Well no I'm just concerned with the window coverage because you're only allowed to cover 25%. If you're going to do that then that's going to be it.

Andrea Caccuro: Could they get approved for a variance for that?

Ruben Berrios: It can.

Jean Gitlin: But then everyone else will want one.

Ruben Berrios: We just went about a month ago with the Mayor and Planner and they're just about done with this law.

Andrea Caccuro: So then do we tell them they have to get a new sign made to fit?

Anthony Accomando: I think that's the only way it's going to make sense.

Andrea Caccuro: I wouldn't even mind just a sign that fits here covering the air conditioner and take all that verbiage and put it in here. Then you have it flushed against the window and it ends here and you'll have a small bracket.

Anthony Accomando: That's a big sign.

Ruben Berrios: It's at least 8 feet.

Andrea Caccuro: Is it wood?

Ruben Berrios: No it's like aluminum.

Anthony Accomando: Even if we cut that down it might not even fit here.

Ruben Berrios: That's what I'm saying it's only 18 inches. If you really look, 18 inches will reach here. This window has to be like 5 feet.

Anthony Accomando: No look at it on the storefront. That has to be bigger than 5 feet.

Ruben Berrios: So that may even be 10 feet. So maybe it will fit straight across. But I would go to the top and not lower because that will mess up their windows.

Andrea Caccuro: It's going to look terrible. It's not the fact that every store has one it's just that it will look very sloppy the way this signage is going to be.

Anthony Accomando: Exactly and you have all those wires there. I think they need to consider a different one.

Ruben Berrios: I would at least try and give her some guidance as to what the new sign should have.

Andrea Caccuro: I think we need certain measurements.

Ruben Berrios: You can't cover more than 10% of the store front. So if you go with a sign that is from here all the way down here, that's way passed the 10%. So you're not going to cover this whole thing with that.

Andrea Caccuro: But technically it's not 10% because you're just covering it. Well first of all this is bigger than 15 inches anyways.

Anthony Accomando: Everybody on that side has hanging signs if you look down the line.

Jean Gitlin: Yes the shingle signs, I'd suggest one.

Anthony Accomando: I think a shingle coming off right in the middle would look better.

Ruben Berrios: It's hard to make it work with that.

Andrea Caccuro: I think we were trying to find ways where it could've worked but the sign is just too big for this new store front.

Ruben Berrios: Do you understand?

Elisa Santos: Yes.

Ruben Berrios: It just doesn't work. I think you need to get one of those shingle signs that everyone else has.

Mr. Accomando showed the applicant a picture of what the shingle sign looks like.

Ruben Berrios: Are you guys ok with those colors?

Anthony Accomando: Yes with the yellow.

Ruben Berrios: Now if you put one of those signs it can't be more than 10 square feet.

Andrea Caccuro: I mean I like the simpleness of it.

Ruben Berrios: The owner can come and I'll talk to her if you want. We just can't approve a sign that will look bad.

Elisa Santos: Ok.

Andrea Caccuro: You can put this sign inside the store if you'd like.

Ruben Berrios: You know a lot of people like those signs so the traffic can see it. They stick out so it's more visible. The other place this sign worked perfect because it fit but you don't have that across the street. You really can't cover the windows. I know eventually they're going to be changing all this side but I don't know if they're changing this side.

Anthony Accomando: They're redoing the store front?

Ruben Berrios: Well they have no choice. This side isn't too bad but the other side is horrific. It's falling apart.

Andrea Caccuro: If the landlord needs to update the storefront they may just want to wait until that happens before putting the sign up anyways.

Anthony Accomando: Shingles is the only way to go.

Ruben Berrios: She's already in the store so she is looking for a sign.

Elisa Santos: Yes she moved in already and the store where she was is already occupied.

Anthony Accomando: Does she have a temporary sign up?

Ruben Berrios: No she just moved 3 weeks ago.

Jean Gitlin: We could approve a temporary sign for her.

Ruben Berrios: I could approve a banner.

Anthony Accomando: I think that's the only way to go.

Jean Gitlin: We're suggesting a shingle sign because the existing sign is much too large for that area.

Elisa Santos: Ok thank you.

Ruben Berrios: If they go with the perpendicular sign, just so I can reiterate to her, these colors and letterings are?

The board agreed.

Ruben Berrios: You can look at some of the other signs to get a better idea.

Anthony Accomando: It can't be bigger than what?

Ruben Berrios: Then 10 square feet.

Elisa Santos: Thank you so much!

Ruben Berrios: Remember I can approve a banner I just have to look at it and it's good for up to 6 weeks. So that gives you time to come back here next month. So just tell her to give me a call if she has any questions.

Elisa Santos: Thank you so much.

Chairman Gitlin introduced the next item on the agenda, Samuel Villegas, 11 Main Street, Haverstraw, NY 10927. **27.46-2-15**

This applicant was a no show.

Chairman Gitlin introduced the next item on the agenda, Biensy Rosa, 15 New Main Street. **27.53-2-17**

Biensy Rosa, Owner: So I brought in my proposed sign. We removed the wording on the bottom part of the sign and just kept the brushes, scissors and some butterflies.

Jean Gitlin: What building is it going on?

Biensy Rosa: It's going on 15 New Main Street.

Jean Gitlin: Do you have a picture of the building?

Biensy Rosa: Yes I have it here on my phone. This is the one adjacent to it. It has no sign right now.

Ruben Berrios: It's next to the Taxi place. She's there now already.

Anthony Accomando: Are you fitting it in the box?

Biensy Rosa: Yes and the only one that has a sign is Ramon so I would like that directly across just to give is an aesthetic appeal. The colors are going to be white with the pink if that's ok.

Anthony Accomando: Are you where it says nails already?

Biensy Rosa: Yes the beauty shop next to the lash. We have a mixed use in there.

Anthony Accomando: So you are to the right of wellness life and you're going right above the door?

Biensy Rosa: Yes.

Andrea Caccuro: Above the door or across the whole store front?

Biensy Rosa: Right above the door but hopefully my section of the store front.

Ruben Berrios: It is 72 inches.

Anthony Accomando: What's the material?

Biensy Rosa: Vinyl.

Ruben Berrios: Why don't you tell them a little about what your doing.

Biensy Rosa: We have about 300 beauty spots in Haverstraw but there's a difference with mine. I cater to people with disabilities. So these are people that come from the Arc of Rockland and we did pictures for them and we did their makeup and their hair. There was a group of guys and ladies. Sometimes I work with Pablo from Union Restaurant so they go there for like a date and they'll have sangrias and appetizers. It's fun because they get catered to by having their makeup done and then they go over there for drinks and small bites.

Andrea Caccuro: Do you work with Helen Hayes?

Biensy Rosa: I work with the Art of Rockland, Jawonio and currently working on a contract with Camp Venture. They basically book me of about 15-30 people and we cater to them exclusively.

Anthony Accomando: That's really nice.

Jean Gitlin: That's wonderful.

Andrea Caccuro: That is great.

Biensy Rosa: Sometimes we're busy and sometimes we aren't. It's sporadic but hopefully with this, we can get the word out and the business will do well.

Jean Gitlin: Placement looks fine with me.

Andrea Caccuro: The pink feel very straw. Do you feel that it's readable enough? It's fine because you have the lash place next to it. Will it have the black boarder around it?

Biensy Rosa: Yes it will.

Anthony Accomando: It will need something so the boarder works.

Biensy Rosa: I was thinking of doing the black with the white letters but my whole thing is the pink and purples.

Anthony Accomando: It's a little bit raised too like the Lopez Cintron agency. So this is 2-4 inches deep so it should be coming off the building a little bit so it gives it some depth.

Andrea Caccuro: Could you get rid of the one butterfly in the middle? I think it maybe a little easier to read. I'm thinking it feels a little too busy.

Biensy Rosa: Yes that's fine. He added the scissor and I was thinking about getting rid of that and this, what do you think?

Anthony Accomando: The scissor makes sense.

Andrea Caccuro: So here are a couple of things. The pink and the butterflies make it feel much more feminine and the way that you described what you do is that you do men and women correct?

Biensy Rosa: Yes.

Andrea Caccuro: So it doesn't feel as unisex as that not saying that it's a bad thing. What I like about the scissors and the brush is that because it's called working hands and not like tame your main. It's direct and it tells you what you're doing.

Biensy Rosa: So I shouldn't do white maybe a beige look?

Anthony Accomando: Ramon Lopez has a slightly off white color.

Andrea Caccuro: But it may just be dirty.

Biensy Rosa: His is an off white with gold and burgundy.

Andrea Caccuro: It's actually not a bad idea. Do you see how the shape of his sign and to carry that would make it consistent? I think that's really smart.

Biensy Rosa: As far as the colors do you want it to coordinate with his?

Anthony Accomando: I don't think so because that's kind of his identity.

Andrea Caccuro: The pink just looks like it's floating a little bit. If you frame it around a little bit more it would look better. When I say the frame I mean the frame around the picture not necessarily with the words.

Ruben Berrios: Like a boarder.

Biensy Rosa: Yes I understand. Can I send you the final tomorrow?

Ruben Berrios: If you want to get it to me tomorrow you can and I can forward it to the board members.

Andrea Caccuro: You guys like it with or without the butterflies?

Ruben Berrios: You could remove the center one like you said.

Anthony Accomando: I think the other ones give it a happy vibe.

Andrea Caccuro: It's always easier to remove then add.

Biensy Rosa: Is there any way I can have 2 lights to shine on the sign?

Andrea Caccuro: Like Vilma's?

Biensy Rosa: Yes.

Anthony Accomando: Yes that would be great.

Biensy Rosa: Is there a problem with the neon open sign?

Ruben Berrios: We will be looking at that. They're getting ready to change the Laws on signs. We're just about done and we did a walk through a month and a half ago with the Mayor and a We will be going to each store and letting people know what's not allowed anymore. As long as it's stationery it will be alright but they shouldn't be blinking.

Jean Gitlin: Well its wonderful work you're doing.

Biensy Rosa: Thank you.

Jean Gitlin: We will approve once we receive the final adjustments.

Biensy Rosa: Thank you! I will send it to you tomorrow.

Chairman Gitlin entertained a motion to approve last month's minutes.

RESOLUTION 22-2018

Motion by: Anthony Accomando
Seconded by: Andrea Caccuro
Carried by: All

With no further business to be conducted by the Architectural Review Board, Chairman Gitlin entertained a motion to adjourn the meeting.

RESOLUTION 23-2018

Motion by: Anthony Accomando
Seconded by: Andrea Caccuro
Carried by: All