

The minutes of the Architectural Review Board Meeting held on Thursday, May 31st, 2018, beginning at 7:00 PM.

PLEDGE OF ALLEGIANCE

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

Chairwoman Jean Gitlin introduced the first item on the agenda, New Residential Construction, Mark Yanatelli, 163 Hudson Avenue, Haverstraw, NY 10927. **27.61-1-17**

Mark Yanatelli: You all approved the outside colors in the last board meeting but I actually want to add stone to the front. Around the windows there will be white trim and around the door, it will have a 5.25 trim as well. I would like to add stone right below the window.

Jorge Lopez: Right under the window sill?

Mark Yanatelli: Exactly, right under the window. This stone will give it more texture. It's costing more money to add this addition but, I like the people to be happy and the neighbors thought the stone would go well with the neighborhood. I think it will give it more character and make the neighbors happy. It will give it more curb appeal as well. Mr. Yanatelli shows the board members a picture of another house he constructed with the proposed stones that he's here for tonight.

Jean Gitlin: This is an existing house you're reconstructing or the lot is vacant?

Mark Yanatelli: This is a brand new house. But rather than just putting siding, it's going to give it more character and some texture.

Jorge Lopez: The corner trim is white?

Mark Yanatelli: Correct. The corner trim will be 5.25 and the window trim will be 3.25. Another thing we spoke about was the shutters, and I don't know how they will look with the whiter trim. If the trim looks good with the shutters I'll do them.

Jorge Lopez: I think without the shutters it will look better.

Mark Yanatelli: With the wide trim I agree.

Andrea Caccuro: Yes. They might even touch in the middle and not give you enough space.

Mark Yanatelli: The big white molding trim will look nice and make it blend better with the neighborhood. I don't want to make it too modern where it sticks out from the rest of the neighboring homes.

Anthony Accomando: I think the stone adds a nice touch and it fits the neighborhood.

Jean Gitlin: Mrs. Gitlin asked the board if they had any other questions.

With no comments from the board, Chairwoman Gitlin entertained a motion to approve the stones as shown.

RESOLUTION 17-2018

Motion by: Jaqueline Watson

Seconded by: Anthony Accomando

Carried by: All

Chairwoman Gitlin introduced the next item on the agenda, McDonalds, 254 Route 9W, Haverstraw, NY 10927. **26.34-1-1**

Brian O'Conner, Frohling Sign Company: I believe you've seen the building already Is that correct?

All board members agreed.

Brian O'Conner: I'm here tonight for the signs. This is the new style building that McDonalds is doing as far as branding the signs. This would be the front elevation of McDonalds which would be facing 9W. On the south elevation it would have a play place that they intend to still keep the same. On the other elevation they would have another McDonalds sign. So the drive through side would have the arch. We did Spring Valley not too long ago, Highland Falls and we are working on two up in Newburgh. They're all the same type of buildings and same type of signage, the yellow arch with the white letters. This is a little bit of the change because it's not red but white with the yellow for the play place.

Ruben Berrios: You aren't changing the finishes on the outside?

Brian O'Conner: It will be exactly what was approved. So these photos are just examples of some of the other stores we've done that shows the signs. The existing drive thru will have single lanes it has a height detector which comes first so you don't hit the building. Then instead of the existing speaker stand, they have a little canopy that goes over and you stop underneath it. The speaker is built into the planning of the canopy. The menu board is now a digital menu board and then there's pre browse that shows the specials that is also digital. That is all that we're proposing.

Ruben Berrios: Nothing is happening with the main sign, the big one?

Brian O'Conner: No, actually they just upgraded that to LED from fluorescent, so no more outages.

Ruben Berrios: The LEDs are very good and last longer.

Brian O'Conner: So basically they remove the fluorescent lamps and now they make LED lamps.

Chairwoman Gitlin entertained a motion to approve the signs as shown.

RESOLUTION **18-2018** Motion by: Anthony Accomando
Seconded by: Andrea Caccuro
Carried by: all

Chairwoman Gitlin introduced the next item on the agenda, Ramon Soto, 39-43 Main Street, Haverstraw, NY 10927. **27.46-2-33**

Andrea Caccuro: Finally something is being done with the windows. The way that it is now it looks terrible, they have cardboard taped to cardboard stuck on window.

Jaqueline Watson: Can the windows be covered completely because it's a factory?

Ramon Soto: Yes it has to be covered because it's a factory. It definitely needs an update

Anthony Accomando: So the empanada place is here and they want to add this sign?

Ramon Soto: The empanada place is here and the factory is over on this side.

Andrea Caccuro: Right now it's existing. IF you stop by now, what you'll see is just cardboard that looks really bad on the windows. The wood needs to be protected too, it looks like its rotting.

Jaqueline Watson: I agree they should touch up the wood.

Anthony Accomando: What is this going to be solid or is it that mesh window material?

Ramon Soto: Window material.

Andrea Caccuro: Is it going to be bright so at night time it lights up? Sometimes they have lights in the back?

Ramon Soto: No they will not have any lights. But this will improve what's already there.

Andrea Caccuro: So my question is, this is the exact image you're putting in the windows?

Ramon Soto: Yes, these images will cover the entire window. Since it's a factory, you don't want people looking inside.

Jaqueline Watson: Will you be painting the outside?

Ramon Soto: No, but that is a recommendation that I can let them know about.

Ruben Berrios: Let me interject a little. We're in the midst of wrapping up all the store fronts including windows and signs. This is one of the ones that isn't really a store front but it is part of the store front on the corner. This is one of the things Emily Dominguez our deputy Mayor, Mike Kohut our Mayor, our planner and I have come up with. In other words if there's a situation like this where they could cover it instead of having people look into their operation. I met with them and this is what they came up with as a result to that meeting. But this is probably the only exception in a place like this.

Andrea Caccuro: I think this is a great solution for this space. The only question I have for you is, I understand this is your LLC on your canopy, but this doesn't mean anything to anyone looking for empanadas. It doesn't make sense to change it to this. I think it will affect your business.

Ramon Soto: I understand. This business isn't mine; I'm just making the sign for them.

Andrea Caccuro: Oh ok.

Ruben Berrios: I was just referring to the windows only.

Andrea Caccuro: Right now it looks terrible so this is definitely a great solution. I almost wish it was lit up at night. It's next to the pool hall and it gets very dark at night.

Ramon Soto: I will let them know you recommended the lights.

Ruben Berrios: I actually spoke to them and mentioned they could add the lights at night. I don't know if they agreed to do it or not.

Andrea Caccuro: So this is a vinyl sign that they will attach from the inside?

Ramon Soto: Correct.

Andrea Caccuro: I think they should add lights and I'm not sure what this third image is.

Ramon Soto: Those are cheese balls.

Andrea Caccuro: I also think that the cheese ball from a visual stand point is not good. They started doing all these vegetable shakes. If they put the bright colored shakes together and took a picture it would be so much more impactful than 3 brown balls. From a marketing stand point he has his empanada logo here which is already small; it's nowhere on the top. He has the sign broken up which doesn't make sense and then he has it in the middle and on the right. If someone is not familiar with Haverstraw, they will not know if they should go in for an empanada because you're proposing a big sign up top that says Fernandez Group.

Anthony Accomando: Aesthetically it is hard to know for sure what it is. Is this what he's producing for other stores as well?

Ramon Soto: Yes and I guess that's the problem. The factory is over to the left of the empanada place. They have over 20 different locations between NY and NJ. The factory space is only used for production.

Jacqueline Watson: It looks too busy.

Andrea Caccuro: Personally, it doesn't make sense. I think they need to change this sign and they should switch the image of the balls and replace it with colorful shakes.

Ramon Soto: I will make that suggestion when I meet with them to change the image.

Anthony Accomando: Could you come back with different images?

Jorge Lopez: So you want the Fernandez sign in the middle but you should probably take that out.

Andrea Caccuro: What you should do is take the main logo and make it big in the middle. It will be much more impactful which is exactly what we need here.

Anthony Accomando: Yes that would make sense. Since it's their head quarters will they put Fernandez Head Quarters? I get that they're trying to fill space but is there something more useful like, wholesale in one sign?

Andrea Caccuro: Why don't you put a design detail instead?

Ruben Berrios: It doesn't make sense having the 3 signs split like that.

Jorge Lopez: You can have all the words in one sign too.

Ramon Soto: Or we could have different wording on each sign like shakes, empanadas etc.

Andrea Caccuro: Yes I really like that idea. Put what they have going across and the pictures will help with the visual aspect of it.

Anthony Accomando: You could also put the specific wordings on each sign and still add the Fernandez Group very small underneath the logo.

Ramon Soto: Yes exactly.

Andrea Caccuro: I think it will be very impactful.

Ramon: I will move the empanada sign to the middle and make it bigger. I will add the shake picture in replacement with the 3 balls. I will also see if he will allow me to use the names of the products on the sign instead and recommend the lighting like what's being used on Vilma's Bakery sign. The sign will be metal with white vinyl lettering.

Ruben Berrios: When he sends us the updated photos of the proposal by email, Michelle can forward it to you all and you can make comments by email and we can approve it on there and will respond accordingly to him.

Chairwoman Gitlin and the board members agreed.

Chairwoman Gitlin introduced the next item on the agenda, Ramon Soto, 33 Main Street, Haverstraw, NY 10927. **27.46-2-31**

Ramon Soto: So this location is where the main office is.

Andrea Caccuro: Is this where the fish place used to be?

Ruben Berrios: They're still there.

Ramon Soto: It used to be a Herbalife store.

Andrea Caccuro: Quite frankly they should keep the other place Monumental Empanada on 39-43 Main Street and keep 33 Main Street the way it is. I personally think it will be very confusing from a marketing stand point. There needs to be a point of differentiation for them.

Ramon Soto: Maybe they meant to change the name from Empanada Monumental to Fernandez Group.

Andrea Caccuro: Well no because they still used the logo on all their things.

Anthony Accomando: People will get confused and go into the Empanada spot to get their taxes done.

Andrea Caccuro: To me from a consumer stand point and not just eating the food, if i were meeting them because I wanted to carry their empanada place, I would end up in the empanada store and they would then send me here. So it's very confusing.

Ruben Berrios: It's redundant.

Anthony Accomando: There's also no LLC in this one.

Jorge Lopez: So you see how you made this sign where the wording is all in one, it looks more organized and makes more sense.

Jean Gitlin: It does look better that way.

Ramon Soto: In this case it would have to go right over the door because there are other businesses next to it.

Jean Gitlin: I wish there was a way to visit the building.

Ruben Berrios: It's a very small space.

Anthony Accomando: The open sign is for the bodega so it's literally just the door.

Jorge Lopez: Does this door connect to their operation?

Andrea Caccuro: No this door is not connected to the operation it's completely separate. This sign is a proposal to put above the door next to the fish market sign. There is no existing sign over the door right now.

Jorge Lopez: So this sign is 2 feet by 5?

Ramon Soto: Yes.

Jaqueline Watson: You can also right underneath Fernandez Rojas Group main office so that way people know it's there.

Andrea Caccuro: I just don't understand why they just don't keep 39-43 Main Street "Empanada Monumental" because it's the store front. It's just very confusing and I can't approve something I don't understand.

Ramon Soto: The companies they use for deliveries are going to be looking for Fernandez Rojas Group not the Empanada store.

Andrea Caccuro: This is a business district so as a store front it should have the name of the business nothing else.

Ruben Berrios: The operation in the back is part of the empanada place but the empanada place is the store front. That is the main attraction in that corner. Without the store front they couldn't be there.

Ruben Berrios: The name of the store should be what's on the sign over the business.

Jean Gitlin: So make the suggestions to your client and then reach out to our clerk Michelle and she will update us.

Jean Gitlin entertained a motion to approve the one sign on 33 Main Street sign as submitted.

RESOLUTION 19-2018

Motion by: Jaqueline Watson
Seconded by: Joe Silverio
Carried by: All

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

RESOLUTION 20-2018

Motion by: Andrea Caccuro
Seconded by: Jaqueline Watson
Carried by: All

The signs for 39-43 Main Street, Haverstraw NY 10927 will be on hold until we receive new information by email.

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

RESOLUTION 21-2018

Motion by: Jaqueline Watson
Seconded by: Anthony Accomando
Carried by: All