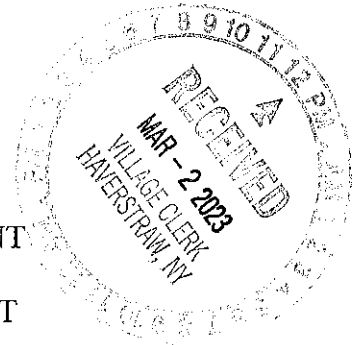


The minutes of the Village of Haverstraw Architectural Board Meeting at the Village of Haverstraw on Thursday January 27, 2022 beginning at 7:00 PM.

PLEDGE OF ALLEGIANCE

ROLL CALL	Richard Sena- Chairman	-PRESENT
	Andrea Caccuro	-PRESENT
	Joe Silverio	-PRESENT
	Alexandra Snyder Rodriguez	-PRESENT
	Jaqueline Watson	-ABSENT
	Jorge Lopez- Architect	-PRESENT
	Ruben Berrios- Building Inspector	-PRESENT
	Gisbeth Ramos- Clerk Typist	-PRESENT



SENA- First, the applicant for Laundry Point, the other applicant isn't here at this point. Ruben have you heard from the grocery store?

BERRIOS- I spoke to the owner a couple days ago and he said he was going to bring the stuff in. He had to speak to the sign company but he hasn't gotten back to me.

SNYDER-RODRIGUEZ- Is this off of 9W?

CACCURO- No, this is across the street. I believe it is next to T-MOBILE or MOBILE BOOST.

WORCH- Here you go, this is the proposed green.

CACCURO- I apologize for this, when I left I looked at the sign next to your business and if you could just find the same white, it's a little bit more gray, what's that business called?

WORCH- BOOST MOBILE

CACCURO- Yes, so that the whites kind of match. It may be just dirty.

WORCH- Ok, that I'll have the sign company do. I'll tell them to make sure it matches with them.

SENA- But that looks great.

CHAIRMAN: Who will make a motion to approve?

RESOLUTION #01-2022

Motion: CACCURO

Second: SILVERIO

Carried By: ALL

BERRIOS- The thing is that they are coming in to get this sign approved, but they already put up other signs. So if you want to approve this one you can, but they have to come in next month to get the rest approved.

SENA- No let's hold this off because I have some concerns about this sign.

SNYDER-RODRIGUEZ- I do as well. I think it looks very busy, I think we should try to do something more uniform throughout.

CACCURO- Absolutely, I think we should give them a little bit of a comment anyway. Just that we think it's busy.

BERRIOS- Like I said they put up more signs so if you guys get a chance, I would take a look at them.

SENA- I'll go take a look at it because this is right next to the laundromat, right?

BERRIOS- Yes.

LOPEZ- They are renovating the facade.

BERRIOS- Well they did, they renovated but they didn't come in for approvals. The size is ok, it's under 10 square feet.

SENA- There's a lot going on there.

CACCURO- Yes, they need to shrink all the lettering down so it feels less busy and not italicize "The Grocery Store" and maybe pick a different font.

SENA- I would suggest that they get rid of the vegetables.

SNYDER-RODRIGUEZ- I would say no italicize, no vegetables and I don't think the "Corp." is necessary. I would almost even question the address, but I don't know if it's somewhere else on the property.

BERRIOS- I am not sure if they have their address in the front because they just renovated the whole front.

SENA- I don't think the address needs to be there, but it's there somewhere else.

CACCURO- They need to come in for all of it, but these are our comments now so that they don't come back with the same sign because they are just going to have to come back the month after.

BERRIOS- I'll let them know.

SENA- Ruben, how about the sign that's already been put up? Does that also have to get approved?

BERRIOS- Absolutely.

SENA- So I had added about the branding of the village. I just want to explain why that's on here and what's happening. Everyone is aware that the village received the revitalization donation for ten million dollars. Part of that money is to come up with a branding for the village.

BERRIOS- What do you mean by branding?

CACCURO- It means identity, so for example we can use Casa Hudson. I have the little H that has the two...

BERRIOS- Oh ok.

SNYDER-RODRIGUEZ- Well it cleans it up, making it uniform and creating an identity. Especially if we are promoting tourism, etc. It makes it a lot easier if there are some branding standards in place.

CACCURO- I brought for example, I work for a bus company for the state, Hudson Link. That goes across the Tappan Zee. They created a brand deck. It tells you what colors you have to use. So this whole conversation started because they are starting this initiative with the banners and then we have the decals on the vehicles and they are getting ready to hire someone to do social media, as well as the website. I told Richard that they should pull this together and make sure the point of view from how someone takes pictures to the way they present it to the way they write the story line all have one voice across all these different platforms. That way people will get a sense of who the village is and it's just uniform, you don't have like five different reds.

SENA- Andrea and I went to a workshop in front of the Board of Trustees and they are giving us the ok to run any type of branding through this board. We would have a say whether it's a flier, how the website will look, I don't know if the logos on the vehicles will change. I would think so because that's what part of the DRI money is for. There's another thing called wayward signage. The purpose is so that when people come into the village we have signage that can direct them to parking and waterfronts.

BERRIOS- So you are talking about village signage.

SENA- Yes, but they call it wayward signage.

BERRIOS- Similar to the Village of West Haverstraw and their factory thing.

CACCURO- Yes , very similar. So this is Hudson Link, these are the fonts and colors we can use. We can make something similar so that when someone receives something from the village it'll be in uniform.

SENA- Some of the money the village is receiving is for marketing. In order to market we need to start here and keep being consistent.

BERRIOS- That's a good idea.

SENA- It's also telling people that something new is happening.

CACCURO- Like these are the only three colors that I can use when I express Hudson Link. It gives you all the different codes so depending on what design program you're using, you'll know how to get that color. So that's what we kind of want to do, create little jpegs that everyone will have by their signatures.

SENA- We want to put our best foot forward because the purpose of this money is to help us revitaliztize.

BERRIOS- I was walking around with the people from the state for like two hours the day they came.

SENA- Yes, they are going to be putting together a committee to discuss the branding but what we have discussed as the ARB is that when they come up with their findings it will come here and then we'll criticize it, we'll say we like it or change this because we have a better feel for what the village is. That's the one thing with this money they make the decision.

CACCURO- And they love their branding because this is a state ran bus. You can see just the colors when Cuomo used to have his press releases during COVID, it's the same exact color and

same exact set up. Our buses are even reflective of the buses in NYC, the swoosh is slightly different, so they know it's all connected.

BERRIOS- So we would have village colors.

SENA- Exactly.

CACCURO- We would come up with the village colors, we'd give everyone the chips and kind of create a vision board of what we want it to look like and who we want it to target. We would identify what fonts could be used and not used. It would all be consistent throughout.

SENA- So is everyone in favor of this idea because we wanted to go in front of the Village Board meeting. We are the board for the aesthetics and we should have a say.

CACCURO- Yes we should pull all these different facets together because I can just see the people in the website doing their own thing, and then social media doesn't reflect that.

BERRIOS- We are moving in too many different directions.

SNYDER-RODRIGUEZ- When it is unified it feels official.

CACCURO- Exactly, the other thing we spoke about was maybe writing a list when people come to you with a sign about what we are going to be looking for and what to bring. Next meeting we can all take a look at it or I'll email it to you guys.

BERRIOS- I try my best to explain to them what they can and can't have, but sometimes people get ahead of themselves.

CACCURO- I know and you are doing a good job.

LOPEZ- Yes, but the stuff that is existing, you'll always have.

SENA- I know, but we'll deal with that.

CACCURO- But if you clean it up as you go it becomes less important and people don't see it as much.

BERRIOS- One of the changes that I would like to see is the existing box signs. Jean also had a problem with this because if they are just changing the plexiglass, they don't need approvals. But I think that's something that should be changed in our zoning code.

CACCURO- So why have to ask the Zoning Board to change that for us?

BERRIOS- No, the Village Board has to amend that.

SENA- I think that we should go in front of the workshop and have them change it. I'm attending the next meeting so I will bring it up. Also, Ruben the house going up on Riverside was that approved? Like the colors and the facade?

BERRIOS- What happened was they got permits to build this house several years ago and they never built it. Then the guy came back and renewed the permits.

SNYDER-RODRIGUEZ- Is that the house across from the Harbors?

BERRIOS- Yes, next to the bus station.

CHAIRMAN: Who will make a motion to adjourn?

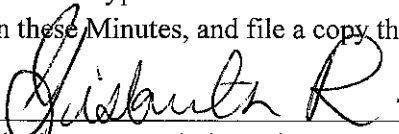
RESOLUTION #2-2022

Motion: CACCURO

Second: SNYDER-RODRIGUEZ

Carried By: ALL

The Clerk Typist to the Architectural Board of Appeals is hereby authorized, directed and empowered to sign these Minutes, and file a copy thereof in the office of the Village Clerk.



Gisbeth Ramos, Clerk Typist

