

The minutes of the Village of Haverstraw Architectural Board Meeting at the Village of Haverstraw on Thursday March 31, 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	-PRESENT
	Jorge Lopez- Architect	-EXCUSED
	Ruben Berrios- Building Inspector	-PRESENT
	Gisbeth Ramos- Clerk Typist	-EXCUSED



CHAIRMAN- Has everyone had the opportunity to review the minutes?

SNYDER-RODRIGUEZ- Yes.

CHAIRMAN- Who will like to make a motion to approve minutes?

RESOLUTION #06-2022

Motion: SILVERIO

Second: CACCURO

Carried By: ALL

CHAIRMAN- Ok, so the first applicant on the agenda is from Churrasqueira BBQ Los Tres Amigos.

BERRIOS- This is the sign across the street that was brought up in the last meeting.

CACCURO- Why did you change the sign without approval?

BERRIOS- Translates what Mrs. Caccuro said to Mr. Alarcon. Asks Mr. Alarcon if he is new.

ALARCON- (in spanish) Yes, we are new business owners and we changed the sign because when we called to keep the same phone number it wasn't possible, therefore we had to change the sign because it had the old number.

BERRIOS- Translates what Mr. Alarcon said to the board.

CACCURO- Ok, I like the other sign better, it was brighter.

SNYDER-RODRIGUEZ- Are there any photos?

CACCURO- I don't think so.

BERRIOS- Yes, I have them on my desk.

CACCURO- It had flames and it was projecting more.

SENA- The layout was the same, it had more flames.

CACCURO- It was illustrated and it was bright, it didn't have a picture of meat behind it.

SNYDER-RODRIGUEZ- Ok, so it was changed without a permit?

SENA- Yes.

BERRIOS- These are the original signs.

WATSON- The new one is busy.

CACCURO- Yes, it's hard to read. He knows that we have another restaurant called "Los Amigos" in our village, right?

BERRIOS- Translates what Mrs. Caccuro asked to Mr. Alarcon.

WATSON- Yes, that 's "Los Amigos", but this is "Los tres Amigos".

BERRIOS- Ok, but just so everyone is clear, this is a brand new restaurant. It is a brand new sign, so please forget about the previous one.

CACCURO- Ok, we can forget about the other one, but this one is still too busy.

BERRIOS- I understand, I'm just saying it's a new business.

CACCURO- Fair enough, so he wants a different sign.

BERRIOS- Right.

WATSON- (in spanish) Could you remove some things from the signs because it's too busy. In fact, it would benefit you and the business because people could read the sign better.

ALARCON- (in spanish) The previous sign was busier than mine.

WATSON- (in spanish) No, look at the previous sign here. It doesn't have meat in the background like yours.

BERRIOS- I explained to Mr. Alarcon that the previous was approved by you guys.

SNYDER-RODRIGUEZ- (in spanish) We are looking for something more simple with just the business name and phone number.

BERRIOS- (in spanish) It's too occupied, too busy.

CACCURO- Yes, so if they cut the graphics and got rid of the meat I think they would be fine.

SNYDER-RODRIGUEZ- I agree, the meat kind of blends in with the color of the brick.

WATSON- (in spanish) For the background, could you pick a simpler color, instead of the meat?

CACCURO- It also doesn't go with the aesthetics of these we are approving, it doesn't have the clean graphicness.

WATSON- (in spanish) You could try changing the background to white, but then you have to change the color on the numbers, since they are white.

ALARCON- (in spanish) So, where the meat is currently you want me to change it to white and change the color of the phone number.

BERRIOS- Translates to the board what is being said.

CACCURO- The phone number could be yellow or a charcoal gray or black.

WATSON- (in spanish) You think you can make the numbers black?

ALARCON- (in spanish) Yes.

SNYDER- RODRIGUEZ- I have another question. We are speaking about the imagery of the steak in the background , but are we also speaking about this illustration in the middle? Richard, are we speaking about the illustration as well or is the issue solely with the food in the back?

CACCURO- I go with the illustration, now it's no illustration?

SENA- Well, that we have to discuss.

CACCURO- I think we need to come back to this, I think we need to see it in various ways. I think the steak in the background needs to go away and we need to see it in different colors and then we can decide.

SNYDER-RODRIGUEZ- We are asking for something very simple, not too many colors, like 4 colors.

BERRIOS- Ok, just so I am clear, you want to get rid of the meat in the background and make that what color?

CACCURO- I think we need to see it in different colors. Maybe black, yellow, charcoal gray or white. So, we can pick from one of them.

BERROS- Translates to Mr. Alarcon what the board said.

SNYDER-RODRIGUEZ- I would also tell him to stay away from red so that the sign doesn't blend in with the brick.

WATSON- (in spanish) The chairman wants to know who's making the sign for you?

ALARCON- (in spanish) A guy in New Jersey

SENA- Oh ok in New Jersey.

SNYDER-RODRIGUEZ- He also has this neighboring yellow, I'm not saying it's mandatory, but he could use that yellow as an example.

BERRIOS- Translates what Mrs. Snyder-Rodriguez said to Mr. Alarcon.

ALARCON- (in spanish) Do I have to take anything out or just change the background?

BERRIOS- Translates to the board.

SENA- If it makes things easier Andrea is willing to speak directly to the sign company.

BERRIOS- Translates to Mr. Alarcon.

ALARCON- (in spanish) How do I get her in contact with the sign company?

BERRIOS- Translates to Mrs. Caccuro.

CACCURO- I can take his phone number. I'll call him tomorrow.

SNYDER-RODRIGUEZ- (in spanish) I am going to call you with her.

BERRIOS- (in spanish) Maybe it'll be easier this way.

SNYDER-RODRIGUEZ- There's one more element that I'd like to discuss. I'm fine with the graphics. I know we were all in agreement, we don't want photos and graphics. Therefore I feel like we don't need the spatula.

SENA- That's something you can discuss with the sign guy.

BERRIOS- Translates to Mr. Alarcon what the board is saying.

BERRIOS- (in spanish to the next applicant) What is your name for the record?

FLORES- (in spanish) My name is Victor Flores.

WATSON- (in spanish) Who's business is it? On the application it lists Maria.

SNYDER-RODRIGUEZ- Is he speaking on behalf of Maria?

BERRIOS- Translates what they are asking him.

FLORES- (in spanish) She's a co-owner and so am I.

SNYDER-RODRIGUEZ- I think they are new, I believe they are the juice bar next to the caribbean place.

SENA- Ok so let's discuss the sign.

SNYDER-RODRIGUEZ- I love what is going on in the right, but the rest is conflicting. On the right side there's the "Haverstraw Nutrition Center", which they also have in the window.

CACCURO- All the branding needs to match.

SNYDER-RODRIGUEZ- Yes, exactly.

SENA- So we would have to discuss the coloring of Haverstraw and the Nutrition Center. I think it's yellow, but it's hard to be sure if it's gold or yellow.

CACCURO- We are saying that it all needs to be in uniform.

BERRIOS- (in spanish) Do you understand what they are saying?

FLORES- (in spanish) Yes, I understand. The ones they are saying that should be in uniform, are removable. I put them there because we don't have signage.

BERRIOS- (in spanish) So, when they approve this, you will be removing everything else?

FLORES- (in spanish) Yes, everything is removable.

SNYDER-RODRIGUEZ- (in spanish) I understood that, that is something temporary, but I loved the font that was used and I want to use it for the sign that goes on top. (in english) I think that yellow would bring out the red in the back and speak loudly. Maybe red signage, I like the way the font looks, but that's me personally. Less going on in the top with the imagery and more with the signage.

SENA- So are you suggesting the background as yellow?

SNYDER-RODRIGUEZ- I would describe the background as yellowish not pink.

FLORES- It's not really pink.

SNYDER-RODRIGUEZ- It looks pink in the picture.

BERRIOS- What is it? Like a peach kind of color?

FLORES- (in spanish) It's a light color, it looks brighter here.

CACCURO- Does he have the actual color?

SENA- Could you bring the sign?

BERRIOS- (in spanish) Go get it.

FLORES- (in spanish) Really?

BERRIOS- You guys would wait for him right? He'll go get it, he's across the street.

SNYDER-RODRIGUEZ- Yes.

CACCURO- Yes.

SNYDER-RODRIGUEZ- I'm so passionate about it because what they have on the right reminds me of the city. I really like it.

SENA- I would like to see less on the sign. Less graphics.

CACCURO- The thing is a lot of people in this village can't read and depend on the graphics.

SENA- I would say the watermelon out and maybe the apple.

CACCURO- They need to simplify the cup.

SNYDER-RODRIGUEZ- Currently, it's like a 50-50 split between the words and graphics. If it were a 70-30 split it would look much better. So the words would take upto 70% while the graphics only take up 30%.

CACCURO- That's pink.

SNYDER-RODRIGUEZ- That's not the same parameters shown in the copies.

CACCURO- The Haverstraw is written differently.

BERRIOS- Translates that the board is saying.

SENA- That's going to cover the door.

WATSON- (in spanish) Who's making your sign?

FLORES- We got this done in Queens.

SNYDER-RODRIGUEZ- I don't love that there's four different fonts, I think there should be no more than three.

SENA- How is this supposed to hang? This is going to cover the door.

CACCURO- This material is not made to be outside.

BERRIOS- I usually tell people to use a 2X8 sign. Some people make it a bit bigger.

FLORES- (in spanish) So, I have to change the size and the color.

SNYDER-RODRIGUEZ- I think it should be red or yellow or something neutral.

WATSON- (in spanish) Bring a variation of colors that way we can pick one in the next meeting.

CACCURO- I think he should do yellow.

FLORES- (in spanish) I would prefer to do white instead.

SENA- If he wants someone from the board can get in contact with the sign maker. I'll give him my email.

WATSON- Translates.

SENA- You can have the sign person email me.

FLORES- (in spanish) I also want to put a perpendicular sign up, same one but perpendicular.

BERRIOS- (in spanish) Ok, but it can't exceed 10 sqft.

FLORES- (in spanish) It's going to be small.

SNYDER-RODRIGUEZ- Ok, just so I am clear. We are not just going to shrink this sign and change the color right? Because the other issue is all the font and that the image looks pixelated. It needs to look sharper, clearer.

SENA- Correct

CACCURO- So if you change the phone number font to the haverstraw font it would look better. Also the graphics should take up more than 30% of the sign.

SNYDER-RODRIGUEZ- Before you print the sign bring us copies, so that you won't waste more money.

BERRIOS- It can't exceed 10 sqft because then the sign becomes too big.

CHAIRMAN- Ruben let him know that I can talk to the sign person if he wants.

BERRIOS- Translates.

CHAIRMAN: Who will make a motion to adjourn?

RESOLUTION #07-2022

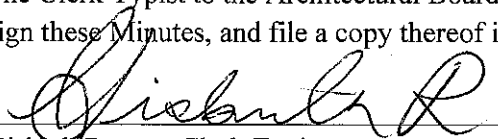
Motion: WATSON

Second: SILVERIO

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