

The minutes of the Village of Haverstraw Architectural Board Meeting at the Village of Haverstraw on Thursday June 30th, 2022 beginning at 7:00 PM.

PLEDGE OF ALLEGIANCE



ROLL CALL:

- Andrea Caccuro- Chairwoman Present
- Sarah Rose Present
- Joe Silverio Present
- Alexandra Snyder Rodriguez Excused
- Jaqueline Watson Present
- Jorge Lopez- Architect Present
- Ruben Berrios- Building Inspector Present
- Gisbeth Ramos- Clerk Typist Present

Chairwoman Caccuro invited the first formal applicant to address the Board.

Miguel Taveras, Empanadas Monumental, 12-14 Broadway: Mr. Taveras explained that in the previous meeting his coworker presented a sign that got approved, but it was not the sign that they intended to present. He asked if the Board would consider the new sign brought in.

Chairwoman Caccuro stated that the signs and aesthetic needed to go with the architecture of the building, that's why the board approved the gray sign. The new sign that was being presented was very bright and it didn't look well with the other businesses next to it. She added that when the gray sign was present it brought out the yellow and it reflected the brand identity while also going with the architecture of the building.

Mr. Taveras stated that the problem was that they were a brand working to become a franchise and that if they were to change the colors of the sign they would have an identity issue.

Chairwoman Caccuro told Mr. Taveras that she understood what he was saying but that if he was looking into franchising those would be issues that he would have to contend with in other municipalities. She added that his brand needed to be adaptable to each municipality's guidelines.

Jorge Lopez asked if he could see the previous sign that was brought in.

Mr. Taveras said that in the previous meeting there were some concerns regarding the food images in the sign, so he brought in some copies without food. He also asked if there was any way they could tone down the yellow and orange, to hopefully look better along the building and they could still keep the colors. He continued by stating that his customers haven't been noticing the relocation of his store and believes that's due to his branding.

Chairwoman Caccuro asked if he wanted to change the colors to match the colors of the building.

Sarah Rose said she believed he was talking about the brightness of the colors not matching it to the building.

Chairwoman Caccuro asked if he brought in examples of the yellow, he was referring to.

Mr. Taveras stated that he didn't because he thought the board's only concern was the food images on the sign not the color.

Mr. Lopez stated that the gray sign looked much better especially without the images of the food.

Chairwoman Caccuro agreed that the gray sign looked better and said that Mr. Taveras's brand couldn't just be about his colors. She recommended that he work the lettering/font of "Empanadas Monumental", so that no matter what color he uses he'll always be recognized. She used Nike and their swoosh as an example.

Mr. Taveras responded that he had been trying to rebrand, but it was difficult because his customers have a specific memory of what their

business looks like. He said that his customers don't even have to read the name of the business, they recognize them by the colors. He used McDonald's and the big "M" as an example. He asked if they would consider toning down the yellow.

Mr. Lopez stated that it still wouldn't look well with the architecture of the building.

Gil Carlevaro, Deputy Mayor, asked if the board was willing to work with Mr. Taveras as he was willing to tone down the colors.

Chairwoman Caccuro answered that the board already agreed and approved the gray sign. Even if they were to tone down the colors it wouldn't go with the aesthetic of the building. She added that if the board allowed him to put up those colors then others would think it's ok and want to do the same. She also said that "La Nacional" presented their sign in May and they denied it due to the bright yellow, it would not be right to approve this one.

Mr. Carlevaro responded that he understood the board decision.

Mr. Taveras asked if there were any other colors that he could use instead.

Mr. Lopez said that they could take a look at the historical colors that have been approved.

Mr. Taveras asked if the color yellow was the problem because he has seen many signs with different colors in the Village.

Mr. Lopez responded that it was not the color but the how it looked with the entirety of the building. He explained that it was the combination of colors. He added that the person making the sign is very good and that Mr. Taveras should have them look at the building and sign to create something that matches the building better.

Chairwoman Caccuro stated that if Mr. Taveras wanted to tone it down still he could bring examples of the color in the next meeting.

Chairwoman Caccuro invited the second formal applicant to address the Board.

Ms. Ramos translated for the Board the conversation with Mr. Flores.

Victor Flores, Haverstraw Nutrition Center, 19 New Main Street: Mr. Flores stated that the proposed sign was to be placed on top of the door.

Chairwoman Caccuro asked if he was presenting to colors.

Ms. Ramos responded that those were both his options.

Chairwoman Caccuro asked what color the "Haverstraw" was going to be.

Mr. Flores stated that the sign would be a light orange.

The board members stated how there was a lot of fruit.

Chairwoman Caccuro asked if she could use a scissor to modify the sign.

Mrs. Rose asked if they would be keeping the peach background color or white.

Mr. Lopez stated that he preferred the peach one.

Chairwoman Caccuro stated that she thought the lines going around "Haverstraw" were too much. She added that she liked the boldness but not the lines and to reduce the size of the phone number.

Mrs. Rose agreed that the sign the Chairwoman had modified looked good.

Chairwoman Caccuro stated that the board suggest that the applicant go back to the original sign, the "Haverstraw" to be bold without the lines, go back to the original color because it matches the building, for the images to only be a strawberry and smoothie and to get rid of the white line. She added that all the fonts should be the same.

Ms. Ramos told Mr. Flores to send her the new sign when all the changes are made.

Mr. Flores asked if he had to come back for another meeting if he would be making all the changes asked.

Chairwoman Caccuro said that he could email it to the board.

Chairwoman invited the only informal applicant on the agenda to address the board.

Mr. Lopez stated that he would be stepping down as the architect for the Board for that project because he was working on it.

Chairwoman agreed.

Dr. Richard Peralta, 52 New Main Street: Mr. Peralta stated that Mr. Lopez would be presenting the project.

Mr. Lopez stated that they were looking for an approval for the new façade. He also said that the building located where the old nail place used to be. He mentioned that they were trying to make a modern three story building. The color being used is a Benjamin Moore combination and the siding looks like wood but it's a manmade material.

Mr. Berrios asked if it was a composite.

Mr. Lopez responded that it was.

Jaqueline Watson asked if the building was only going to be for doctor's offices.

Mr. Lopez responded that it was only for doctors, three offices.

Chairwoman Caccuro asked there was a reason there were so many lines on the French door.

Mr. Lopez said it was to break the square a little bit.

Chairwoman Caccuro said she believed a solid glass door without the grid would look better.

Mr. Lopez said that he could make that change.

Chairwoman Caccuro entertained a motion to approve the new façade for 52 New Main Street.

RESOLUTION # 14 - 2022

Motion by: Jaqueline Watson

Seconded by: Joseph Silverio

Motion Carries: All

Chairwoman Caccuro asked if the board members had enough time to read the minutes. The board members responded that they did.

Chairwoman Caccuro entertained a motion to approve the December 2021 ARB minutes.

RESOLUTION # 15 - 2022

Motion by: Sarah Rose

Seconded by: Jaqueline Watson

Motion Carries: All

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

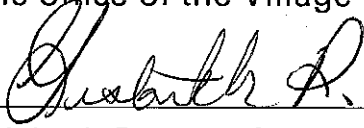
RESOLUTION # 16 - 2022

Motion by: Joseph Silverio

Seconded by: Jaqueline Watson

Motion Carries: 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

