Transcript of
EASTCHESTER SIGN REVIEW MEETING MINUTES
December 11, 2020

Meeting Held Via Zoom

Present:

Laura Raffiani, Chairman
Judy Blau, Member
Rose Brescia, Member
James Flandreau, Building Inspector

1. **Mobil, 407 White Plains Road, Eastchester, NY:**

   Approved with the following modifications:

   A. Resurface sign, same exact size (37.125" H x 72" W x 8" D) and add landscape buffer
   B. Lights below the sign on the ground will remain
   C. Change digits from 8” to 6” with LED lights
   D. Double sided sign

2. **Mobil, 830 White Plains Road, Scarsdale, NY:**

   Approved with the following modifications:

   A. Previously requested that the sign be made smaller at this location, so that there is visibility from the North and the South. Require a drawing of the proposed sign; posts should be 4 feet high and the sign should be 5 feet wide.
   B. Applicant will check measurements for all other location signs and provide drawing.
   C. Applicant will resubmit with modifications for review by the Committee via email

3. **Mobil, 504 New Rochelle Road, Eastchester, NY:**

   Approved with the following modifications:

   A. Proposed monument sign will stay as is; no change (37.125” H x 72” W x 8”D, with 6” Digits/Letters; no guts to sign; externally illuminated)
   B. Chestnut Market Logo – to appear on Mobil monument sign and on the front façade on the dormer of the building and on the side of the building.
      I. Signage should be consistent for all locations
      II. Change tradmarked logo color from lighter green to darker green
      III. Although logos are not permitted, the Committee would have to grant a variance for this to be approved
      IV. Channel lit illuminated letters; building is 75 foot back. All committee members agree that the side sign and the front sign be the same. Suggestion by the Chairman to produce a subtler lighting effect. Applicant will experiment with fewer modules and/or temperature of lighting to produce a sample for the Committee to review (possibly Halo vs. Channel Lit)
      V. Proposed 24” tradmarked squirrel logo is too large and should be 18”. Applicant will provide a mock-up of the smaller logo size for the Committee to review.

December 16, 2020  4:24 p.m.
4. **Stop 'n Shop, 400 White Plains Road, Eastchester, NY:**

   Approved with the following modifications:

   A. Proposed removal of current letters and logo and replaced with Halo lit letters in Gray, (Dual Light Film (Gray during the day and White at night) with Red and Green Logo. Front Elevation will be smaller letters than the side of the building. Committee recommends changing Channel lettering instead of Halo and approves the Dual Light Film. Presenter states that the Applicant prefers Channel lettering, as well and will convey this to Applicant.

   B. Proposed replacement of Stop “n Shop signs on light poles and repainting of yellow bases.

   C. Presenter will provide Applicant contact information to be contacted regarding improvements or suggestions for side wall of store.

5. **Cafe Alala, 128 Garth Road, Scarsdale, NY:**

   Reviewed and approved as submitted.

6. **Hanna Amoco, 497 New Rochelle Road, Eastchester, NY:**

   Approved with the following modifications:

   A. Monument Sign and Pump Signs replaced previous signs in the same size. Committee recommends to retain these signs. The following adjustments are necessary for the Monument Sign:

   I. Remove internal illumination and add landscape lighting in order to externally illuminate the sign

   II. Change size of slip-in digits from 8” to 6”

   B. Proposed Building Structure Sign is a wood placard with a painted dark blue background and engraved white lettering to read, “Hanna.” Replace circular vent with triangle vent and move towards peak to allow space for sign.

7. **Tapas and Cucina, 440 White Plains Road, Eastchester, NY:**

   Approved with the following modifications:

   A. Applicant did not present, however, Committee recommended that the lettering on the front has to be a maximum of 6”.

December 16, 2020 4:24 p.m.