

**Transcript of
EASTCHESTER SIGN REVIEW MEETING MINUTES
February 5, 2021
Meeting Held Via Zoom**

Present:

Laura Raffiani, Chairman
Rose Brescia, Member

James Flandreau, Building Inspector

1. Elevate Nail & Spa, 360 White Plains Road, Eastchester, NY:

Approved with the following modifications:

- A. Add address number on left side of awning in addition to center front of awning
- B. Change plain lettering font to something more elegant, combining upper and lowercase letter as it's easier to read from further away
- C. Applicant will resubmit with modifications for review by the Committee via email

2. mk Spa Salon, 344 White Plains Road, Scarsdale, NY:

Approved with the following modifications:

- A. Applicant will change font after discussing with client based on Option 2 Drawing
- B. Applicant will resubmit with modifications to Option 2 Drawing for review by the Committee via email

3. Paradise Bakery & Café, 23 Mill Road, Eastchester, NY:

Approved with the following modifications:

- A. Sign will be Burgundy with White Lettering; Applicant will adjust Cake graphic to be more rounded and consistent with the Coffee Cup graphic and will email options via email for review by the Committee

4. Nonnos #1, 58 (aka 62) Garth Road, Scarsdale, NY:

Approved with the following modifications:

- A. Change Font and number to reflect Italian/Armenian flavor; verify translation and consistency of language utilized.
- B. Presenter will resubmit with modifications for review by Committee via email.

March 8, 2021 3:32 p.m.

5. Keller Williams Realty Group, 760 White Plains Road, Scarsdale, NY:

Adjourned to the next meeting. Items discussed:

A. Monument Sign:

- The base of the Monument Sign may have been built without approval; Base and sign are too large for a small area of space at front of building; sign maximum is 18” or can be 24” by Sign Review Committee approval
- Letters are designed as internally illuminated, which is not allowed; remove illumination and add wash up indirect lighting
- Presenter will take photos and rough measurements; Committee members would also like to drive by in person to view

B. Wall Sign:

- Maximum of 24” height
- Option to do Halo lighting (only white)

6. Applestone Meat Company, 735 White Plains Road, Scarsdale, NY:

Approved with the following modifications:

- Signage on Front and Back “The Applestone Meat Co”
- Applicant will resubmit amended drawing with modifications for review by the Committee via email
- Sign Review Committee will approve signage, then will issue amendment for the other items

A. Items for Amendment; submit with modifications via email; 2 hard copies required:

1. Two front display windows – modify graphics to depict tools of the butcher trade (sepia toned)
2. Two front windows with meat graphics – replace temporarily with white translucent film
3. Relocate Phone Number and “Open 24/7” from transom windows to a lower placement along the bottom of the window or to double swinging doors; letter and digit size is fine as is; Add “Parking in Rear”; “Applestone” letters should be no higher than 12 inches
4. Use inoperable door as informational poster
5. Remove “Applestonemeat.com” above the cut of meat
6. Committee members approve of the back display as it shows what is inside; suggest creating a “real life display”, sepia toned “old time” graphics, or pictures of butchers/employees; something with more quaintness or character.

Approval of Items with Modifications from Sign Review Committee on December 11, 2020:

1. Mobil, 407 White Plains Road, Eastchester, NY
2. Mobil, 830 White Plains, Scarsdale, NY
3. Mobil, 504 New Rochelle Road, Eastchester, NY
4. Hanna Amoco, 497 New Rochelle Road, Eastchester, NY