

**Transcript of
EASTCHESTER SIGN REVIEW MEETING MINUTES
April 2, 2021**

Meeting Held Via Zoom

Present:

Laura Raffiani, Chairman
Judy Blau, Member
Rose Brescia, Member

James Flandreau, Building Inspector

Old Business

1. 06-21 Keller Williams Realty Group, 760 White Plains Road:

Reviewed and Approved as submitted:

- A. Monument and Wall Sign will both measure 6.5 feet wide x 28.5 inches high
- B. Lettering will be push through lettering in translucent vinyl; which will give the effect of halo lighting, although there will be no internal illumination on either sign

2. 07-21 Applestone Meat Company, 735 White Plains Road

Review and Approved as submitted:

- A. Sandwich sign will be removed now that the signage has been installed
- B. Company name appears on double doors (front and back entrances) and a banner along windows with other business information (gray background with white lettering)

Approved with the following conditions:

- A. Replace photos of raw meat on front and back windows with previously submitted graphic silhouette of Chicken, as well as other animals that depict product offering (revised drawings to be sent for approval)

New Business

1. Mobil, 830 White Plains Road

Reviewed and Approved as submitted:

- A. Add Red Blades on Canopy, one for each of two pumps, non-illuminated (as other Mobil Station locations)
- B. Updated numerals as per Sign Law

*Laura Raffiani stated for the record, that she took offense to the fact that there was a lack of completeness and professionalism to the submission as there were no photos provided to the committee as on the last

April 9, 2021 2:26 p.m.

application. The representative of the sign company stated that Mobil will not provide a mockup for each site. In addition, there were no photos of the actual site and neighboring properties.

2. Eastchester Tobacco, 14 Mill Road (aka 20 Mill Road):

Reviewed and Approved as submitted:

- A. Engraved Sign will consist of HDU material (Sign Foam) – 1.5” thick, with Burgundy Maroon background and gold letters, consistent in style, lettering and color with adjoining shops.
- B. Sign will not be illuminated

Approved with the following conditions:

- A. Aluminum and Brick Façade should be cleaned up and/or repaired prior to installation of sign (Sign company representative will have tenant check with Landlord as there are several other Tenants with shops owned by same individual with the same conditions. Unsightly electric wiring had previously been installed by utility company. However, Sign Review Committee consistently requires tenants to clean the façade on their own prior to sign installation.)
- B. Submitted drawings will be revised to read “Eastchester Tobacco,” and will remove the words “& Vape,” as vaping products are prohibited from being sold in the Town of Eastchester.
- C. Sign Company representative asked for clarification of the exact rule regarding window graphics (size and percentage). As per the Sign Law, Window signs “shall cover no more than ten percent of the outside glass door or street-level window area, not to exceed a total area of eight square feet.”

3. Golden Century Spa, 480 New Rochelle Road:

Adjourned to the next meeting as presenter did not attend the Zoom Meeting.

Items discussed:

- A. Lettering size needs to be changed to be no higher than 16” as the current drawing indicates 16.75” capital letters on a background height of 17.97”. Committee questioned the height of the lettering based on what is allowed by the Sign Law and the height of the background. Lettering should also be consistent with the lettering on the Bagel Deli shop next door.