

**Transcript of
EASTCHESTER SIGN REVIEW MEETING MINUTES
May 7, 2021
Meeting Held Via Zoom**

Present:

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

Old Business

1. 11-21, Golden Century Spa, 487 New Rochelle Road, Eastchester, NY:

Adjourned from last meeting; presenter states he did not receive an invite to the meeting.

Reviewed and approved as submitted:

Wall Sign:

- A. Sign will be Burgundy with Gold Lettering and will be the same size as the previous sign; 18” height for the sign and 13.73” for the letters, including the descender “y” and no painting necessary.
- Discussion and photos shared of Grand Opening signs and sign for Mother’s Day Special, which are not allowed. They also do not fall under the window coverage percentage in the sign law, which states “Window signage in excess of 8 square feet or in excess of 10 percent of total window area.” The signs were taken down as per Jim Flandreau’s request as the Code Enforcer. However, owner put the signs back up the next day. These signs are not part of the application and are not approved. If owner wants to advertise specials, they can apply to the Sign Review Committee for a sandwich board which should not be made of plastic and cannot be in the street or the right of way. Presenter will relay information to shop owner regarding these signs.

New Business

**2. 13-21, Ciao, 5-7 John R. Albanese Place, Eastchester, NY (Monument Sign):
ADJOURNED TO JUNE 4, 2021 MEETING**

3. 14-21, Massage Envy, 777 White Plains Road, Eastchester, NY (Wall Sign & Blade Sign):

Wall Sign:

Reviewed and approved as submitted:

- A. Retailer is rebranding their logo and color (purple) and replacing their signs. When the shopping center received Site Plan approval many years ago, a variance was granted for visible raceways due to the fact that there was no access behind the signage due to the structure of the building. All signage was determined to be uniform in color (face is white, returns are black).
- B. The floating “Swoosh” below the letter “E” would possibly require power from a conduit (only a 3” drop from the “E” in the shadow. If at all possible, the client will work with the electrician to

try to hide the conduit from one raceway to the other. If not possible, the conduit will be painted the same color as the raceway on the building.

- C. **®** Registered symbol is composed of white acrylic, is not illuminated, and is required in order to adhere to the copyright. It will sit flush against the background.

Approved with the following modifications:

- A. Size of proposed lettering, letter “M” is 2 ft. in height, however, 18” is the maximum allowable height for a separate letter on a sign for buildings that are set back. All other letters should be scaled in proportion to this larger letter.

Blade Sign:

Approved with possible modifications:

- A. Replacing sign with new logo. Black graphics on a white background. Committee recommends purple letters for the use of the color of their logo and between the other store (Madison Nails). Check with the landlord to see if colored letters are allowed on the Blade Signs.

4. 15-21, Boutique Personal Training, 93 Montgomery Avenue, Scarsdale, NY (aka 91 Montgomery Avenue):

Wall Sign:

Reviewed and approved as submitted:

- A. Remove old sign; landlord will repair façade to match the other side
- B. Half inch (1/2”) thick, pin mounted letters (as for previous sign for Yoga Haven), letters will be blue with the brand 15”-18” requirement

Approved with the following modifications:

- A. Script “B” in a circle is negative cut-out 16.36” letter; committee suggests 16”; top to bottom of “B”; If the letter “B” is scaled down to 16”, the circle will be scaled down to 19” in height. This will be considered a design element outside of the 15”-18” size requirement.
- B. Presenter will resubmit with modifications for review by the Committee via email

5. 16-21, Eastchester Fish Market, 831 White Plains Road, Scarsdale, NY:

Awning Replacement with signage:

Reviewed and approved as submitted:

- A. New Shed style stationary awning with closed sides in Firesist fabric (required) in Admiral Navy with white lettering (5”) and numbers (4”) and a new frame

Approved with the following modifications:

- A. Instead of address # appearing twice on the front of the awning, eliminate number on the right and move to the left side of awning to be consistent with other shops
- B. Committee suggests use of upper & lowercase letters (footprint of the word) which makes it easier to read (Eastchester Fish Gourmet awning sign has all capital letters; owner wants consistency)
- C. Presenter will resubmit with modifications for review by the Committee via email

6. 17-21, Go Fish, 835 White Plains Road, Scarsdale, NY (aka 839 White Plains Road):

Awning Replacement with signage:

Reviewed and approved as submitted:

- A. New Shed style stationary awning with closed sides in Firesist fabric (required) in Admiral Navy with white lettering (5”) and numbers (4”) and a new frame

Approved with the following modifications:

- A. Eliminate the address # on the right on the front of the awning and add the fish graphic, which also appears on the side of the awning to the front.
- B. Presenter will consult with the designer and applicant and email options to the Committee for final approval.

7. 18-21, Suburban Picnic, 7 Dunwoodie Street, Scarsdale, NY

Wall Sign:

Reviewed and approved as submitted:

- A. Flat Cut Acrylic Black letters (5.25”) pin mounted flush to White panel (9” High) over side window

Approved with the following modifications:

- A. Committee suggests adding some type of graphic (leaf graphic from letterhead) to add more character or to add some type of graphic to the lower panel on side window.
- B. Smaller sign to the left of the awning is partially hidden by landscaping; Is there any possibility of moving it to the right to center it over the window? Check this possibility with the landlord.
- C. Presenter will contact the client to consider these options and submit any possible modifications to the committee via email.

8. 19-21, Apple Pro Rehab, 783 White Plains Road, Scarsdale, NY (Window Graphics):

Window Graphics:

Adjourned to the next meeting on June 4, 2021 with the following modifications:

- A. Photos are not allowed as part of signage and are too large (cannot exceed 10% of the window surface under the sign law). The photos would be more appropriate on a business brochure than for a window.
- B. Committee suggests that the wording describing their services can be listed as a menu on a post or monument sign, as the property sits back from the road. This sign could be visible from both sides as you drive by.
- C. Another option would be to keep the wording and replace the photos with some type of hazing or milky material to hide activity on the inside, but allow occupants to view the outside. Shades are currently in place, but are not aesthetically pleasing.
- D. Presenter will present options to the client for more stylistic and pleasing selections for approval by the Committee.

Date Issued: May 21, 2021 at 3:53 p.m.