

**Transcript of
EASTCHESTER SIGN REVIEW MEETING MINUTES
June 4, 2021
Meeting Held Via Zoom**

Present: Laura Raffiani, Chairman
Judy Blau, Member

Jim Flandreau, Building Inspector

Old Business

1. 19-21, Apple Pro Rehab, 783 White Plains Road, Scarsdale, NY – Window Graphics:

Reviewed and approved as submitted:

- A. Photos are replaced with graphics, off white shades hang on the window behind the graphics and lettering (Physical Therapy, Acupuncture, and Chiropractic).

Suggestion: Although not required, a suggestion was made by the committee to add some landscaping such as evergreen plantings and/or boulders below the windows.

2. 07-21, Applestone Meat Company, 735 White Plains Road, Scarsdale, NY – Window Graphics:

Adjourned to next meeting:

Modifications discussed: The committee did not approve of the proposed drawing of the large cow. Other options were presented via email by the committee; however, the sign company had not seen them. The optional drawings were shared at the meeting and the favored drawing included a gray background with white animals (Cow (lines within the silhouette), Chicken and Pig). The drawings should appear horizontal within the gray band on the front windows facing White Plains Road and will be stacked vertically on the back window in the parking lot, due to the smaller width of the window. The sign company will be presented to the client and return to the next meeting on September 3, 2021.

New Business

3. 26-21, North End Quality Meats, 835 White Plains Road, Scarsdale, NY- Awning with Sign Replacement:

Approved with the following modifications:

- A. Proposed awning will be the same shape and color (Admiral Navy) of Eastchester Fish Market. Graphics will not change and will include address number in its current location. The committee suggests a different color, possibly green, in order to stand from the neighboring shops, as the awnings are different colors. Firesist material has a limited choice of colors. The thought is that the owner may want to differentiate from the other shops and create variation. The committee suggests the choice of a different color and will approve by email.

4. 24-21, Boiano Dental, 300 Main Street, Eastchester, NY – Wall Signs and Awnings:

Reviewed and approved as submitted:

Proposed replacement of existing signs; there is a new tenant below; signs will be the same size as existing signs on the building on 3 different locations. All awnings will be the Admiral Navy Firesist, for all tenants; awnings on front (Main Street) 1st & 2nd floors and back awning on the first floor.

1. Dental Office sign above front entrance will stay and the lower level business sign over the entrance will stay as well.

Approved with the following modifications:

- A. Two curved signs above the ceiling of the first floor of the building are not allowed under the Sign Law (the back of the building is below grade; it is technically the basement and first floor) Is the entrance at the back of the building for the Skin & Laser Lounge or for the dentist? The committee recommends that signs are added on either side of the building (close to the street); possibly a blade sign for the side which will be more effective and serve as a directional sign as well. The sign company just replicated what was already existing on the building, except for updating of colors. The committee is not sure how this was approved previously. However, there will be another business moving into the building that will require a sign. The proposed awning is not currently there and may cover the blade sign. The blade sign may be placed towards the edge of the building or on either side of the door. The committee reiterates that no signs should appear on the 2nd floor.
- B. If all parking in the lot is for the whole building, would it be possible to indicate this on the sign. Sign can indicate that parking is for all tenants of the building and list businesses on the blade sign, to include arrows to direct customers to each business. Sign company will have to confirm the layout of the building. The only sign to appear on 2nd floor would be the “Skin & Laser Lounge” sign. “Smile Under the Sea,” sign has to move down to 1st level from 2nd level or on the sides of the building and reduced by eliminating the curve to make the sign rectangular so that it may be stacked with the other business names. “Smiles Under the Sea,” sign should be stacked lower. If the back entrance is only for skin & laser business, the sign can stay; otherwise move the sign Changes will be sent via email to the committee for approval.

5. 20-21, Aperiti, 58 Garth Road (aka 66A), Scarsdale, NY – Wall Sign:

Approved as submitted:

This location was previously for Café Alaia, which moved to another location. Proposal is to keep the existing sign and change the name to “Wine Bar Aperiti Mediterranean Kitchen.” This sign is identical to the previous sign, except for the new name. The sign has already been made and hung up. It looks fine; however, it does require a variance. The Committee approves a variance for the sign.

6. 21-21, Serafina, 670 White Plains Road, Eastchester, NY – Wall Signs and Awning with Signage:

Reviewed and approved as submitted:

- A. The applicant proposes to remove and replace previous sign with “Serafina” with dark blue lettering; new branding includes pin mount letters on the front and side of the building. letters on building (2 ft. 8 in. from top to bottom). The letter “S” is 1ft 11.25 in – still larger than 18” that is permitted, however, not a problem since the dimensions are accurate and to scale.

Approved as submitted with the following modifications:

- A. Replace current awnings with new fabric in Sunflower Yellow, along with corporate branding for Serafina. Proposed awnings repeat the “Serafina” name, lettering in dark blue. Maybe the word Serafina could be replaced by a corporate logo, such as an icon or some simple shape in the middle to define each of the awnings. Presenter would have to determine if there is a corporate icon or sort of visual reference other than the name itself. The committee agreed with the presenter that only the awning over the front entrance would include the name as this would create a cleaner look with the signage on the front and side of the building. This would also provide meaning, purpose and direction to the entrance for customers. Sign company will check with client for branding.
- B. Serafina will have outdoor dining and has been approved by the ARB. Sweetgreen next door will also have outdoor dining; different chairs and tables. Both restaurants have already appeared before the ARB and there is an increase in the area and there’s some hardscaping going on that is changing and both received approval. It was agreed that the umbrella color will be changed from yellow to dark blue. Jim Flandreau confirmed that the letter sizing is fine. Jim Flandreau will send an email to the management company to determine the fire ratings for the awning fabric.

7. 22-21, Sweetgreen, 670 White Plains Road, Scarsdale, NY – Wall Sign, Awning and Window Sign:

Reviewed and approved as submitted:

Exterior façade improvements: Reveals in the brick work above glazing will be filled in with a thin brick, and the surface of the brick painted white. The sign will be pin mounted directly to the flat brick façade and a reveal will be cut between this store front and the neighboring tenant. The proposed Forest Green awning will be fixed; face lit with a day channel letter sign with day/night film. Day will be green on all faces and at nighttime, would appear as a soft white light, which is a warmer white light than the standard for Sweetgreen to accommodate the committee’s request for an adjustment in color temperature.

For the wall sign, the applicant is proposing 18” for the letters S,w,e,e,r,e,e,n and the letters t and g extend over 27”. Committee allow applicant to utilize that letter size for the sign. The awning will be Forest Green, Sunbrella Firesist fabric which is closest to green lettering on the wall sign. Umbrellas will be a light gray.

Approved with the following modifications:

The window sign is mounted on the interior as pedestrian sign. Typically, brand standard is Neon SG however, the client is proposing the following options:

1. Faux neon panel as pictured in sample double stroke mounted to an acrylic panel; already utilizing these in NYC and want to keep brand consistency in the NY market.
2. Halo lit version; 5 inches between the letters and the window.
3. Channel letters SG, pin mounted to the interior with no illumination mounted between glass panel and wood panel

The committee prefers the Halo lit version, and cannot consider a variance for the Faux Neon option due to past experience with other retailers. Jim Flandreau will review application to see if there's anything else that is needed prior to approval.

8. 23-21, Chase, 670 White Plains Road, Eastchester, NY – Wall Signs:

Reviewed and approved as submitted:

Proposal to replace existing signage, non-illuminated with halo lit letters. Front sign is right justified and the proposed sign will be a little larger and centered over entrance, mounted to a panel to bring away from the building background for letters to illuminate. ATM indicator sign will be replaced in the same size.

The committee commented that the sign looks like a box, however this is because of the way the signage is mounted to the canopy. There is no place to access electrical as it is all enclosed and there's a fixed soffit, so there is no access at all. The other two tenants alongside of bank also have halo lit letters, store fronts are different and gives them the ability to do that. There are three signs total; two Chase signs and one ATM indicator. The ATM indicator is currently non-illuminated; the new sign will include illumination on the ATM letters and the green indicator.

The letters are 3" deep and mounted 1.5" off background to allow halo. The panel is 3.25" deep. Electrical wiring has to be run over the canopy for access. Presenter will ask the manufacturer for Philadelphia sign company if there is an option to make it any narrower.

9. 27-21, Better Homes and Gardens, 105 Garth Road, Scarsdale, NY – Flag Sign:

Approved with the following modifications:

The applicant proposes a 10" x 20" sign replacing the existing sign (Westchester Choice sign) with Better Homes & Gardens Real Estate. The sign company lists it as a vinyl sign, but it will be carved. The green pictured in the sample is the color required and preferred by Better Homes & Gardens Real Estate.

- A. Color should be darker and similar to Garth Essex (Hunter Green with Gold) which will be more tasteful and in coordination with the surroundings.
- B. Committee would like to see a rendering of the carved sign from the vendor in Hunter Green and an explanation regarding carving sent via email for review prior to approval.

10. 27-21, Flori Barber Shop, 455 White Plains Road, Eastchester, NY – Wall Signs:

Approved with the following modifications:

- A. Black cut out logo against the brick panel, although cut out is too large; it must fit on 18” band proportionately.
- B. Can the applicant add, “Flori Barber Shop to the Monument sign in front of the building, therefore, listing the name of the business on the monument sign and keeping the cutout logo on the brick storefront. Presenter will speak to client regarding options and send final decision via email for approval.

Date Issued: June 8, 2021 at 4:24 p.m.