

***Town of Southeast
Architectural Review Board
1 Main Street
Brewster, NY 10509***

Minutes – July 22, 2020

THIS MEETING WAS HELD VIA ZOOM VIDEO CONFERENCING

PRESENT: Thomas Frasca, Chairman
Katherine Weber
Carla Lucchino
Victoria Desidero, Administrative Assistant
Peter Feroe, Acting Town Planner

ABSENT: Virginia Stephens
Ashley Ley, Town Planner

CALL TO ORDER: 7 p.m.

AGENDA: Pledge of Allegiance

Acting Town Planner Peter Feroe: OK. We are now being recorded.

Chairman Frasca: I'd like everybody to do the pledge please.

PLEDGE OF ALLEGIANCE

ROLL CALL (results above)

Chairman Frasca: Thank you all. I am just looking at our agenda. Let's talk about... first up is Palmer Plumbing and Heating.

Secretary Desidero: We have Sean Hamilton from JR Folchetti.

1. PALMER PLUMBING & HEATING, 2334 Route 6, (Tax Map ID 56.-1-10) – Continued Review of an Application for Site Plan

This was a continued review of an application for site plan as referred by the Planning Board. The application contained the following documents:

1. ARB Application, prepared by JR Folchetti & Associates, dated 3/6/20
2. Statement of Use, prepared by JR Folchetti & Associates, dated Oct. 2020, Revised July 2020
3. Cover Sheet, prepared by JR Folchetti & Associates, dated July 2020
4. G Sheet 2 of 6, Existing Conditions and Removals, prepared by JR Folchetti & Associates, dated July 2020
5. G Sheet 3 of 6, Proposed Site Plan, prepared by JR Folchetti & Associates, dated July 2020
6. G Sheet 4 of 6, Landscaping Plan, prepared by JR Folchetti & Associates, dated July 2020
7. G Sheet 6 of 6, Lighting Plan, prepared by JR Folchetti & Associates, dated July 2020
8. SD-1, Floor Plans, prepared by Elevated Design Works, LLC, dated 2/8/20; last revised 7/7/20

9. SD-2, Exterior Elevations, prepared by Elevated Design Works, LLC, dated 2/8/20; last revised 7/7/20
10. SD-3, Exterior Elevations / Building Section, prepared by Elevated Design Works, LLC, dated 2/8/20; last revised 7/7/20

Sean Hamilton of JR Folchetti & Associates appeared before the Board.

Chairman Frasca: How are you Sean? Thank you for joining us.

Ms. Desidero: You are unmuted

Chairman Frasca: Sean, thank you for joining us.

Mr. Hamilton: Thank you. Appreciate it. So, if you don't mind, I know we are a bit early but if I could go ahead that would be great.

Chairman Frasca: Please.

Mr. Hamilton: So, we submitted... In our most recent submission we changed a few things. So we dropped the building down and we got rid of those rear bay doors that you guys were worried about and we included more trees, more screening in the rear of the property and also between the existing structure and the proposed garage. So I will be more than happy to take questions if you have anything you would like to ask me about the property?

Mr. Feroe: I have the plans pulled up if you want to... if there is anything anyone wants to see on the plans, I am happy to go to any page.

Mr. Hamilton: Sure. I mean so Sheet 4 would be more like what I was talking about here... Yeah, right. So we um... in this you can see we added more screening to the rear of the property, we put more trees in the front of the garage behind the existing structure and that's just to prevent anyone looking in from Route 6 and the bike path. We also got rid of the rear bay doors and put (inaudible) double doors in the rear. And we dropped the building down so we did some re-grading just to make the building (inaudible).

Chairman Frasca: As far as the lighting plan, did you... did you... I know there was a comment from AKRF about that. I see where it's not included?

Mr. Hamilton: There is a lighting plan.

Mr. Feroe: Was there a fixture detail? I believe that's what they were looking for.

Mr. Hamilton: Yeah, right, right, right. So, the fixture detail has been called out in the plans as Sylvania Luminaires Bullet Floodlight.

Chairman Frasca: Because I was looking at it today and I didn't see a particular picture or color unless I missed it.

Mr. Hamilton: Right. So, they are going to be LED lights, Sylvania LED Bullet Floodlights. I have the spec I can send you guys. I would be more than happy to do that and the architect... they are a separate architect and we don't do any architectural work in our firm so there was some miscommunication between the architect and ourselves but there will be lighting fixtures above the garage doors, the doors and the doors in the rear as well as the side of that structure.

Mr. Feroe: Yeah, I think what they were looking for was a detail of what the fixture would look like. I see on the Lighting Plan that's up its specified. I think it was just looking for what that fixture actually looks like.

Chairman Frasca: Well, pictorial details of it...

Mr. Hamilton: Well, if you don't mind me showing it to you, I mean over Zoom, I have a detail printed right here.

Mr. Feroe: Yes.

Mr. Hamilton: Sure (showed the Spec Sheet).

Chairman Frasca: I can see it. Katherine can you see it?

Ms. Desidero: Peter, can you go back to everybody on the screen?

(Multiple people talking)

Chairman Frasca: Katherine and Carla can you see that as well?

Boardmember Weber: I can see it.

Boardmember Lucchino: Yes, I can see it now.

Ms. Desidero: Tom, my suggestion would be to ask Mr. Hamilton to scan that over to my office and then I can make it a condition of approval if you like. If that's the one you guys all like.

Chairman Frasca: Well, Katherine, do you have any comments?

Boardmember Weber: I just... So, still at the rear of the building where the now man doors are shown, how is that accessed? Is there going to be a pathway?

Mr. Hamilton: There are going to be two... Yes, yes. So, the eastern side of the site, you see the existing outdoor storage area? That continues to the edge of the steps proposed there. So, I mean there will be access via the outdoor storage area and its going to be two steps up into the rear doors to the landing area.

Chairman Frasca: So its security lighting there, correct?

Mr. Hamilton: I'm sorry I didn't catch that.

Chairman Frasca: It's security lighting there. Its not any large floodlight.

Mr. Hamilton: Right, right, and also should anyone be going back there in the night, they can see where they are stepping down.

Chairman Frasca: Carla, do you have any comments?

Boardmember Lucchino: Yes, I have a few questions. Sean, that lighting isn't going to shine on anything else, just the pathways or the steps?

Mr. Hamilton: Correct. So, on the sheet that we are currently on right here this is the lighting plan and in the specification for the proposed floodlights we give in this lighting plan and how far out is .1-foot candles reach, how far out is 1-foot candle reach. So, basically that outer line the furthest away from the structure for every proposed light structure would be .1-foot candles which is a very dim light. So, it's not pouring over into the neighboring properties and it is just there to make sure the building is lit up and safety for the occupants.

Boardmember Lucchino: And the lights will be at the bay doors and the other doors, the entrance doors. Is that correct?

Mr. Hamilton: That's correct. So, the one you are looking at on this drawing, the bottom left lighting fixture, that would be over the proposed door. The other two would be over the bay doors and then the one on the rear of the garage... that one... that would be over the dual existing doors... or dual proposed doors, excuse me.

Boardmember Lucchino: OK. Got it. Tom, I had a couple other questions, did you want to deal with those later or should I go ahead?

Chairman Frasca: No, go right ahead.

Boardmember Lucchino: OK. Very good. Sean, I wanted to ask about the driveway and parking improvements. I drove by there a couple of days ago and it looks like the driveway is basically a dirt road. Maybe I didn't get a good look from Route 6. Can you describe the driveway and parking improvements?

Mr. Hamilton: Right. Its not an improvement, its per the Town of Southeast Code, you need to... for a commercial business you need to have a certain amount of parking spots per employee working there. So, we took the number of employees working at Palmer Plumbing and basically just showed you we are meeting the parking requirements. We can provide sufficient spaces for them to park. The material itself is more like an Item 4. It was paved at some point in time, that's the darker shade of gray the driveway going up. It has since deteriorated; its gone down to more or less Item 4.

Chairman Frasca: And that's what will be replaced?

Mr. Hamilton: Right.

Boardmember Lucchino: So, what will the material on the driveway be?

Mr. Hamilton: We don't plan on fixing the driveway at this point in time. We are looking to just get the proposed garage in there and if there is some repair down the road where we have to repair the driveway then we will reach that when we get there. But I think that was just... that wasn't the main... the purpose of this submission. I think the surveyor or whoever marked this out, called that out as... You know we are going to call this 'paved driveway' because, you know, there are some potholes in there and whatnot. Up until that gray shaded line we are going to call that 'paved' and the rest is Item 4.

Boardmember Lucchino: The rest is what, I'm sorry?

Mr. Hamilton: Item 4

Boardmember Lucchino: What's Item 4?

Mr. Hamilton: It's a (inaudible) material for a parking area.

Boardmember Weber: OK. Because when I looked at it, it looked like it was dirt and gravel.

Mr. Hamilton: Right. Right. Which Item 4 resembles... it is a mixture of gravel and

Boardmember Lucchino: OK. It looks pretty messy to me just from what I saw from Route 6. You know, it doesn't look good.

Mr. Hamilton: Right. Being so close to the reservoir we don't want to increase our impervious surfaces by expanding the driveway if we don't have to. So, we...

Chairman Frasca: You wouldn't have to... Let me just jump in for a second. You wouldn't be increasing the impervious surface area if you just used ¾-inch stone. You know along with... I mean I understand what Carla is saying. It's... I haven't been there in a couple of weeks to be quite honest with you. But if my memory serves me correctly, it was pretty rugged. I would think as part of the improvement, they might want to consider just putting some crushed stone in there and at least the first 20 or 30 ft. You know improve that portion of it. It was pretty rugged. In fact, I wouldn't even take my truck in there.

Mr. Hamilton: Right. So, that's definitely something that we can add onto the plans, say repair...

Chairman Frasca: And it really doesn't affect your stormwater at all. Its just a matter of...

Mr. Hamilton: Right. I mean ¾ gravel is a draining...

Chairman Frasca: What that does, Carla, is it's... The proposal they had is a mixture of gravel and what looks like concrete dust. It actually hardens so where the gravel is more of a residential look to it and it is very durable because, especially the gray gravel, because it doesn't crush down. So, it might be a good solution and it's an inexpensive one and it won't impact your stormwater.

Boardmember Lucchino: Thanks, Tom and Sean. I think something has to be done because looking at... and you can see it clearly from Route 6, it looks like if you have a big storm, all the dirt's going to wash down. I mean it looks... I doesn't look very nice. You are going to have this new building and garage and all this and then you are going to have kind of a bad entryway.

Chairman Frasca: So anyway... Sean, I think you guys can address that, can't you?

Mr. Hamilton: Sure. We can call out where the driveway needs to be repaired, replaced with ¾-inch stone and go from there. I think we can put those on the plans and submit it to the Planning Board for final approval. I don't think that would require us going back to the ARB.

Chairman Frasca: No, no. I wouldn't have a problem with that. Victoria, is that OK as far as... the lighting fixture?

Ms. Desidero: Yeah, I think you can make it another condition of the approval and then when they re-do their plans for final approval at that Planning Board (Town Planner) Ashley (Ley) will make sure it's all on the plans.

Chairman Frasca: Katherine, do you have any further comments?

Boardmember Weber: (Inaudible.)

Boardmember Lucchino: Tom, I have two more questions, if you don't mind.

Chairman Frasca: Go ahead, Carla.

Boardmember Lucchino: Thank you. The first one, Sean, is I know the second floor in the new structure is going to be for storage. At least that is what your application said. Is there additional storage, a separate structure for storage or just the second floor?

Mr. Hamilton: Just the second floor. The first floor is going to be used more or less as a garage, you know, to pull their trucks in and clean up the site. Right now... or least... They cleaned up a whole lot since the Google image shows but you know there are usually trailers outside and having them park their trucks outside. So, you know that is going to be tidied up, brought inside and um... into the lower garage door there.

Boardmember Lucchino: So, you are a mind reader because I was going to ask about the trailers. The application says that... I guess you are going to purchase or your client is going to purchase the trailers and I didn't know if the trailers were going to remain on the property?

Mr. Hamilton: Right and per the last ARB meeting we got... I'm sorry I've got to dig up my notes but the trailers that are left there are more or less motorcycle trailers, you know small trailers. They are not the big... they are not the semi trucks parking in... you know parking the large trailers in their yard. They are more or less motorcycle trailers and you know small trailers that you are allowed to have and...

Boardmember Lucchino: Will they be visible from Route 6?

Mr. Hamilton: No, especially with the screening. You know we are putting new... I think eight... We are putting eight new trees as screening between Route 6 and the proposed garage and we have a ton of vegetation between Palmer's and the Feehan Insurance. And many of the cattails and whatnot in between Palmer's and the reservoir. I mean there's a ton of screening between where it's going to be.

Boardmember Lucchino: So, Sean, on the picture that's on my screen right now, can you describe where the trailers will be? I understand all the landscaping but I am just looking for where those trailers are going to be.

Mr. Hamilton: Right, right. So it's going to be in the top right corner of the outdoor storage area... yup, up, up, right around there where the mouse is.

Boardmember Lucchino: Right. Got it. OK. Thank you. That's all my questions.

Mr. Hamilton: Thank you.

Chairman Frasca: Katherine?

Boardmember Weber: (Inaudible.)

Chairman Frasca: I'm sorry, Katherine, I can't hear you.

Boardmember Weber: (Inaudible.)

Ms. Desidero: I think she is saying she is OK.

Mr. Feroe: We are having a very hard time hearing you, Katherine. It sounds like you are being washed through a Darth Vader mask or something.

Boardmember Weber: (Inaudible.)

Chairman Frasca: Probably has my cable service.

Laughter.

Chairman Frasca: So, can we make an application...sorry...

Mr. Feroe: There was one more item on the memo about the garage and entry door colors being specified?

Chairman Frasca: Oh yes. I did miss that. I'm sorry. I have the color prints in front of me. I am assuming... Oh, there you are Katherine. How are you?

Boardmember Weber: If you can't hear me, I can at least do this.

Chairman Frasca: So, as far as the garage door and entry doors, are they as they were on the plans?

Mr. Hamilton: Right. (Speaking to someone off camera) Are they going to be (inaudible)...

Someone answering: (Inaudible.)

Mr. Feroe: Sean, we can't hear you. I'm sorry.

Mr. Hamilton: OK. I'm sorry I should have disclosed this earlier. I have the son of the owner... the sons of the owner joining me for this meeting. They are just sitting here.

Mr. Feroe: Oh, OK.

Mr. Hamilton: I am just running it by them you know, is that something that they are...

Darren Palmer: We were just out of screen so I apologize for that. Pretty much whatever would work. You know whatever would be approved... white on a gray building looks good to me but it may not be good enough for you guys and I just want to meet the satisfaction...

Chairman Frasca: We just want to make sure that what's called out on the plan is... Is what we're seeing is what is being built. That's all.

Darren Palmer: Absolutely. Yeah, and, you know, white is a pretty standard garage door color I've found but, as per the drawings here, that's pretty much the look we're going for.

Ms. Desidero: I'm sorry, sir, could you just state your name for the record?

Darren Palmer: My name is Darren Palmer.

Ms. Desidero: Thank you.

Chairman Frasca: You're Dennis' son, right?

Darren Palmer: Yes.

Kyle Palmer: And Kyle Palmer.

Ms. Desidero: And Kyle is also there. OK.

Mr. Hamilton: Sorry, I should have mentioned that in the beginning. I'm very sorry.

Ms. Desidero: It's all right.

Chairman Frasca: Comments? Any comments on the colors...as submitted?

Boardmember Lucchino: Are the colors, like the picture, are the colors going to be what the picture looks like that we're looking at right now?

Mr. Hamilton: I...I believe so.

Boardmember Lucchino: The red door and the roof line. I see some red versus taupe kind of color. Is that all correct?

Mr. Hamilton: Well...the roof is going to be a green roof. I mean that's just a...

Boardmember Lucchino: I remember.

Mr. Hamilton: Yeah. So, it's a... it's all going to be vegetation so that's not going to be visible for the people on the bike path and Brewster Heights.

Boardmember Lucchino: OK. I'm OK with the colors.

Chairman Frasca: Peter, anything else?

Ms. Desidero: So, I have a question. Peter, are you saying that it has to be a condition or that the colors are called out on the plan? The doors in the...

Mr. Feroe: The... so the... the garage door colors aren't called out on the plan like the rest of the colors.

Ms. Desidero: OK.

Mr. Feroe: But they are shown on the rendering which was included in the plan set and I think that's... that very clearly indicates what... what's being proposed.

Ms. Desidero: OK. OK, so no condition?

Chairman Frasca: Other than the lighting and the gravel.

Ms. Desidero: Yeah. I meant on the colors. Correct. Yes. Thank you.

Mr. Hamilton: I... I'm... I'm sorry. There... there's going to be a condition for lighting? I... I'm sorry if I misunderstood you earlier.

Chairman Frasca: Just that you're going to include it in the plan as you showed us just now.

Mr. Hamilton: Oh. Oh.

Mr. Feroe: You're just going to show the detail, the... the photometric spec, not the photo... the pictorial spec, that's all.

Ms. Desidero: What I need you to... wait... what I need Sean to do is I need him to scan that spec sheet to me so that when I write the condition on the approval, I'm actually saying what he showed us.

Mr. Hamilton: Right.

Ms. Desidero: So that Ashley can then make sure that that's in the final application that goes to the Planning Board. So I need you to scan me that spec sheet please.

Mr. Hamilton: Thank you very much.

The ARB voted to positively recommend the application to the Planning Board subject to the following conditions:

1. Lighting fixture will be as specified in the pictorial specifications shown (SYLVANIA Built Floodlight).
2. Driveway will be improved with repairs and addition of ¾-inch stone.

Motion to Approve: Carla Lucchino

Seconded: Katherine Weber

Voice Vote: 3 to 0 with 1 absent and 1 vacancy

2. HOME DEPOT, 80 Independent Way, (Tax Map ID 56.-1-23.-1) – Review of an Application for a Site Plan Amendment

This was a review of an application for a Site Plan Amendment as referred by the Planning Board. The application contained the following documents:

1. ARB Application, prepared by Greenberg Farrow, dated 7/2/20
2. C1.0, Cover Sheet, prepared by Greenberg Farrow, dated 4/13/20; last revised 6/23/20
3. C2.0, Proposed Layout Plan, prepared by Greenberg Farrow, dated 4/13/20; last revised 6/23/20
4. C3.0, Details and Fire Truck Turning, prepared by Greenberg Farrow, dated 4/13/20; last revised 6/23/20

Omar Mansour of Home Depot appeared before the Board.

Chairman Frasca: Next one, we're going to talk about is Home Depot, 80 Independent Way.

Ms. Desidero: Yes. Mr. Omar Mansour is on and I have unmuted him.

Mr. Mansour: Good evening. Good evening all. Thank you for... for hearing us tonight. This is about... I would call it a straightforward application when it comes to architectural. There is no structure that... that is proposed. We're just formalizing

some old approvals and expanding it as well for the Home Depot to utilize some of the parking area for seasonal sales area for the spring season and for some storage. With exception of a fenced area and some jersey barrier, there's no actual structural proposed on the... on this application. I'll be more than happy to walk you through it if you'd like me to or if you have any questions.

Chairman Frasca: Yeah. When you say seasonal and I'm... I looked at the Site Plan, are we talking about mini-seasonal where there's a... a time frame where this is in... enforced and then it's going to be collapsed and reverted back to its normal usage?

Mr. Mansour: Yes, sir. For the... for the couple of areas that's actual seasonable... seasonal for the... for the storage area... outdoor storage area and the... and the nursery light plant area. The seasonal sales area across from the garden center is limited from April... approximately April 1st to June 1st. That's when the area will be utilized.

Chairman Frasca: The entire time. Then all the jersey barriers and everything would be reversed and it would be... would revert back to parking as it is normally... what's normally approved.

Mr. Mansour: Correct. Yeah. That's for the... for the area in front of the garden center. For the area kind of below the garden center, if you will, there's another storage area there that's going to be March 1st until July 7th and that's where we will be storing mulch and... and overstock of soils and palettes, and then the... the area behind the store, again behind the garden center, is consistent March 1st until July 7th. And the rest of the areas on the other side of the store will be permanent outdoor storage. There's a shed... an outdoor display area for sheds that will remain there because we... typically they'll assemble a few samples and just leave them there. And then two additional. There's a load and go spaces for cars... for the... for the trucks that get rented and outdoor storage for... for lumber that will remain for the rest of the year.

Chairman Frasca: The outdoor shed storage area is there a... currently, correct?

Mr. Mansour: Correct. Yeah.

Chairman Frasca: And it has been there, correct?

Mr. Mansour: It has been there. Yes. As I said, we... there's a previous approval that operation-wise was expanded and that's why we're here; just to formalize that expansion, if you will. We've been in front of the Planning Board. We were referred from the Planning Board to the Zoning Board of adjustment because of variances. We had that Monday. It was approved and... and we are in front of you tonight.

Chairman Frasca: Peter, is there any comments? (Pause.) Peter?

Mr. Feroe: Sorry I had to unmute myself. No, we don't have any... any comments. Obviously, the signs... right, we're not dealing with them with this application so that's fine and so yeah, all the standard specs are provided.

Chairman Frasca: Katherine, any comments?

Boardmember Weber: (Inaudible.)

Chairman Frasca: Sorry, Katherine, we're having a horrible time hearing you.

Ms. Desidero: Katherine, do you want to try to call in to the phone number?

Boardmember Weber: (Inaudible.)

Chairman Frasca: While she's doing that, Carla?

Boardmember Lucchino: Thanks, Tom. Omar, I have a question about that mulch area. Will that just be loose, stacked, piled up mulch or bags of mulch?

Mr. Mansour: They will be... they will be in palettes; bagged mulch on palettes, not... not loose.

Boardmember Lucchino: Got it. And so people will drive up and someone will load 20 bags into their truck or whatever the case may be. Is that right?

Mr. Mansour: They have to pay for it inside the garden center or the store and... and somebody, a co-worker, will assist them to load it to the car when they pick up their tickets.

Boardmember Lucchino: Got it. So will those bags of mulch all be visible from the parking lot or will they be concealed with a fence?

Mr. Mansour: They will be visible.

Boardmember Lucchino: Oh. So how do you protect it when, you know, at night, from somebody walking off with the mulch?

Mr. Mansour: I mean typically there's security provided for the store 24/7 and that's a typical operation that they have in all their stores. We don't typically have an issue with that.

Chairman Frasca: Yeah. I really don't want them putting up a fence because, Carla, this is going to be a very seasonal thing where it's taken down, sort of like, you know, Christmas tree sales lot. It's gone when it's done.

Boardmember Lucchino: Right. I get it but, you know, we had a lot of car thefts and things in the area recently and so, I don't know, it's, you know, it's up to Home Depot or the individual managers on how to do it.

Chairman Frasca: I think, honestly, I think that's beyond our purview.

Boardmember Lucchino: OK.

Chairman Frasca: It's a Home Depot problem. You know.

Mr. Mansour: Right, and usually this... this area is stocked up anyway.

Chairman Frasca: If they want to put this out in an open area, that's up to them.

Mr. Mansour: Yeah, and... and just one addition, I mean usually it's... it's stocked up after hours anyway, so there's somebody there filling up the bags after hours to stock it.

Boardmember Lucchino: Omar, my only... I didn't understand that it was bags. I thought it might have been a pile of loose mulch. So, I... my question really was whether it was bags or loose and so you answered it just fine.

Mr. Mansour: Yeah. Thank you.

Chairman Frasca: We have Katherine back?

Ms. Desidero: I'm looking for her. Hang on. I do not see her in the waiting room or anywhere.

Chairman Frasca: I have her over here and...

Ms. Desidero: Wait, I got her. I got her. I think she's on the phone now. She is not muted. Katherine?

Boardmember Weber: Hi?

Ms. Desidero: Can you hear us?

Boardmember Weber: Yes, I can hear you.

Chairman Frasca: Katherine, did you have any questions for this application?

Boardmember Weber: Just the extent of the jersey fence. It's literally just that small area to close off that parking row, is that correct?

Mr. Mansour: Correct. Yes, that's all that there is; just for the driveway.

Boardmember Weber: OK. Perfect.

Chairman Frasca: And that's temporary.

Mr. Mansour: That's temporary as well.

Boardmember Weber: Yeah.

Chairman Frasca: It's going to be seasonal with a start and finish date.

Boardmember Weber: Yeah.

Chairman Frasca: OK. Any other questions?

Boardmember Weber: I'm good.

Chairman Frasca: All right.

The ARB voted to **positively recommend** the site plan application to the Planning Board as submitted.

Motion to Approve: Thomas Frasca

Seconded: Carla Lucchino

Voice Vote: 3 to 0 with 1 absent and 1 vacancy

3. LAKEVIEW PLAZA a/k/a UB BREWSTER, 1505-1515 Route 22, (Tax Map ID 46.-1-1.-1) – Review of an Application for Amendments to a Multi-Tenant Sign Program

This was a review of an application for changes to an approved Multi-Tenant Sign Program. The application contained the following documents:

1. ARB Multi-Tenant Sign Program Application, prepared by Archer Signs, dated 6/18/20
2. Memorandum to ARB from Bryan Vassar, Archer Signs, undated
3. Previous ARB Approval of Multi-Tenant Sign Program, dated 2/26/14
4. ARB Meeting Minutes, dated 2/26/14
5. Signs Ink Comprehensive Sign Package, prepared 2/10/14; revised July 2020 by Archer Signs
6. E-1.0, Electrical Plans & Notes, prepared by Fractal Architects, dated 7/8/19

Bryan Vassar of Archer Signs and Monica Roth of UB Brewster appeared before the Board.

Chairman Frasca: Next on the agenda is Lakeview Plaza, which is reviewing an application for amendments to a multi-tenant sign.

Ms. Desidero: We have Bryan Vassar and Monica Roth.

Chairman Frasca: Welcome.

Monica Roth: Thank you.

Bryan Vassar: Can you hear me OK?

Chairman Frasca: (Inaudible.) So you're amending the existing Multi-Tenant Sign Program for the Lakeview Plaza Shopping Center.

Mr. Vassar: That's correct.

Chairman Frasca: You were before us recently with the monument sign.

Mr. Vassar: Right. The monument sign was approved by variance and we came before the Board to have the sign that was approved by variance approved and there was some discussion that the existing sign program did not allow for logos and any other content other than red letters. It was determined by ownership that that's very difficult to read. The letters are very small. So, we proposed to modify the existing sign program to amend the pylon portion to allow for logos and different fonts as what is enjoyed on the building... the tenants on the building. The existing sign program allows for all that stuff on the building but not the pylon so we're just asking for that to be amended at this time.

Chairman Frasca: Comments? Carla?

Boardmember Lucchino: The last time we looked at this I was not in favor of the sign structure, only because I was hoping we could do something that maybe made use of more natural materials instead of the white, but that's behind us now. So, I guess all we're allowing is just the use of logos and different fonts on the different tenants... the little script they have on the main? Do you have a picture of what it's going to look like by any chance?

Mr. Vassar: It was submitted. Did you... did you...

Boardmember Lucchino: I have it. I have the old one. I have the old one.

Mr. Vassar: It's... it's the same. So, basically, the... the... right, there we are. OK. Yeah. It's all the way at the end, all the way at the end.

Boardmember Lucchino: So, Bryan, it's going to be a white one with different colors and different logos, correct, and different fonts?

Mr. Feroe: Is this the right one?

Mr. Vassar: Yeah. Well, when there's a logo, there'll be a logo or a logo font. When there's no logo, it'll be an Arial bold font which is... it's shown here as there's a... you can see there's, you know, like the VIP mails. If they don't have a logo then they would get the standard Arial bold black font.

Boardmember Lucchino: Got it.

Mr. Vassar: So there is some... some level of consistency. It's just that when someone has a recognizable brand, we're requesting that they be allowed.

Boardmember Lucchino: Got it. I'm sorry, Tom.

Chairman Frasca: No, I'm just... I'm just looking at this. So, UPS Store doesn't have a logo?

Mr. Vassar: No, they do but they... we just didn't have it at the time we put this together. So that would be a logo. This is not the final version. This is just to show you that there'll be a varying... varying styles between logos and Arial bold.

Chairman Frasca: I think the last time we... we spoke about this one of the comments I had was how this top structure was... was going to be done and... and then, I have to apologize, I'm unclear but that's... the Acme sign that's there is going to be part of a billboard or is that a plaque that's got (inaudible)? I wasn't sure.

Mr. Vassar: So, I just superimposed this on top of the old one so you could see that the structure was the same, but the area, the negative space on the four corners of the 'Acme' will be... will be open to help, you know, to give it a little bit of a lighter feel.

Chairman Frasca: Peter, any thoughts on this?

Mr. Feroe: I think that, you know, they... they provided everything they needed to provide, and you know, I'm happy to answer any other questions, but I think, you know, it's pretty... it has been common to, in other places... to kind of do the combination of the logos and other fonts. We have... we have seen that done in other places.

Boardmember Lucchino: Bryan, I was hoping for an updated picture, you know, that was a little more representational of the finished product. I mean, what... this is what we saw the last time, and you said that I guess this is not accurate, that there will be more logos or it'll look different?

Mr. Vassar: Well, it... as customers feed us their logos. So, for instance, Peachwave and UPS Stores are probably... and maybe Open MRI. The rest of them will probably be text, but I really don't know. It's going to be a combination and only logos when we receive them. I certainly can't... I can't present them until we get them.

Chairman Frasca: And each one would have to be presented to us for approval.

Mr. Vassar: Each one would have to be presented... you need to see each?

Chairman Frasca: Now, right now as we see it, the... I... I see the logo for Rite Aid, for Creative Childcare Center, Wings Over Water, Supercuts, People's United Bank. So, when Mezzaluna, UPS, Open MRI, Empire Bagels come back with a tenant sign, I don't know that, and maybe I'm wrong, but I don't know that the types of approval for that.

Mr. Vassar: Well, I... I don't know how your Code reads and how you folks approve signs. I can only tell you that in my... my 30 years doing this or so and dealing with many, many towns that when a structure is approved, there's a typical content or a...

a sort of list of things that are allowed that... that as companies come in and... and ask for new permits then it's an administrative approval without going back before the Board, but... but the initial approval of a monument sign... They normally don't... there's normally not this much discussion over logos and fonts, to be honest. This is probably the most I've had about logos and fonts on signs and, as far back as I can remember. But typically it's a group of names are approved and sometimes not any names at all because in some cases, for instance, if it's a new plaza, they may not know... they may not be firm about which tenants are even going to be there. So, it's very difficult to give all of that information at... at the time that something like this is approved. In this case, we have a lot of tenants so we can give you the names, but in not all cases have they provided their logos and we don't want to go through a lot of process yet because... the design process... because we don't know whether or not they're going to be allowed. So, like, you know, Peachwave we know has a logo. You know, UPS Store we know has a logo, and I saw one for Open MRI because I saw their building. Fred Astaire I think does. I can certainly find those logos online but, you know, we... we all know that they have them.

Ms. Desidero: So, Tom, can I just answer the question about the way the process normally works?

Chairman Frasca: Well, I'm... I'm very confused on... on. I'll be honest with you, and Peter and Bryan, just so you know, I'm... I'm... this is my second shot at this job. So I am... I've always had some confusion myself with the multi-tenant signs and the comprehensive sign program because I always...

Ms. Desidero: So...

Chairman Frasca: I was under the impression that one was going to take existing signage as it was proposed on the... or as it exists on the buildings and then come up with (inaudible.)

Ms. Desidero: So, Tom, what I think is not being made clear here is that I'm not sure the applicant understands that any time a new tenant comes into a plaza and they apply for a sign to be put on the façade, they also show what is going to be placed on the monument sign. I'm not sure that they are understanding our process.

Mr. Vassar: I... I... that's clear to me.

Ms. Desidero: OK, but what the problem is... the problem here is that you have tenants already in your plaza who have logos but you're showing them not as logos. You're showing them as standard font.

Chairman Frasca: As I said, Open MRI, UPS Store, Empire Bagels, certainly Mezzaluna, I... I, you know, know they all... I mean I shop there. So, I... I... Peachwave I know does have a logo as well so... Well, what's before us in my mind doesn't meet the standard for approval for the existing tenants; unless I'm misinterpreting the Codes.

Mr. Vassar: A comprehensive sign program is one that is a plan of what is to come. There is no way to know what logos will be at the beginning of a comprehensive sign program. For instance, when this comprehensive sign program was put together or even say it's a new plaza, let's say, and you put together a sign program. You say this is the criteria you have to follow within a program and at that time logos are generally not... not even looked at. It's just whether you can have them or not. So, that's what we're asking. We're just asking as part of the comprehensive sign program, can we have logos like they have on the building on the pylon? That's... that's... that's the... that'll be the criteria and when a new tenant comes in, they would have to come before you with a sign for the wall and a sign for the... for the... for the pylon that follows the comprehensive sign program. Now, that's doesn't mean that the whole sign comes back to you every time. It's just that one tenant.

Chairman Frasca: And... and I understand that.

Mr. Feroe: So, the question, I think... Tom, let me see, does this get at what you're saying? Is if the program is approved tonight, does... does the ARB... are you asking does the ARB get a chance to look at the individual logos that are going on the approved sign before they go on? So, in this approval right now, are... you... you would be approving the program and the monument sign but not necessarily the content of each individual store. So, you'd be saying 'yes' to the overall design, 'yes' to the ability to use logos. They can go out and start, you know, fabricating this... this program... the sign and then when they have all of the content for each individual tenant, or to the extent they have as much as they feel comfortable with, they come back and present it all, as they would whenever they get a new tenant in, to approve both the storefront sign and the monument sign. So, I guess it's a combination question statement, but... but that's my understanding how the process works.

Chairman Frasca: I think that's... that's my understanding which... If this, you know, doesn't represent that now, just basically from the standpoint of what's already there. So, if we're going to approve the structure and the number of spaces, then I think ultimately we have to be able to go back and look at or at least, you know, from the standpoint of... of being in future adjudication, you know, can somebody else come up and say 'well, you know, you just blanketly approved this sign.' There were no logos and these are relatively (inaudible.) So, my concern would be, just not this application but future applications that, you know, would look to a decision we made. So, if we're talking about approving this structure, I don't have a problem with that. What I do have a problem with is getting everybody back on board with the logos that are going into it. That's it, and maybe I'm wrong but...

Mr. Feroe: Right, right. And so I... I think that's absolutely right is that, you know, you would be approving the size of, you know, the maximum size of the logos and... and the number and the placement and things like that. That's what you'd be approving, not the actual logos themselves, which would have to come back.

Chairman Frasca: I... I personally don't have a problem with that but...

Mr. Feroe: Right.

Mr. Vassar: I think that...

Chairman Frasca: Carla... I want to know what Carla and Katherine think as well.

Mr. Vassar: Victoria, correct me if I'm wrong... if I'm wrong, but wasn't the structure approved last time? We just... we just didn't... we had to come back to change the sign program because we wanted logos? I thought we were already beyond the structure.

Ms. Desidero: Yes. So the last time you came, you did have this structure approved.

Mr. Vassar: (Inaudible.)

Ms. Desidero: However, they did not approve the use of logos because it was not in conformance with the existing multi-tenant sign program.

Mr. Vassar: Right.

Mr. Feroe: I apologize. That's my mistake for using the word 'structure.'

Ms. Desidero: Now you're coming back... Let me finish please. Now they're coming back to have your Multi-Tenant Sign Program amended and I think all the Board is saying is that they would like to have a better sense of how many of these are going to be logos and how many of these are going to be straight type; this font that you've chosen. And you're not showing them what it's going to look like when it's erected. You're just saying this is our 'general concept' of how the Multi-Tenant Sign Program works which, you know, normally is fine but you have tenants in here who have logos and you're not showing them as logos. I think that's the disconnect.

Chairman Frasca: Yes, it is.

Mr. Vassar: OK. Well, if... OK... if... maybe I just misunderstood. I thought the idea was to get the... the... the general concept of logos approved and then once that's

approved, we can use their nationally recognized logo once they provide it to us. I didn't realize that there was going to be, you know, in other words, you know, this... this fascia could have been blank, you know, if there was no tenants, and we would be coming to you saying 'hey, we want to use multi-color logos' and when they don't have a logo, we want to use this font.

Ms. Desidero: Yeah, but the problem with that approach, Bryan, is that you're not giving the ARB their... They have the authority to review everything that goes onto this multi... to this particular monument sign. So, all they're saying is while they have approved the structure and they may... I'm not saying because I don't vote on the ARB... they might be inclined to allow logos. That's fine but when you change it from what you're showing now, let's say Peachwave decides they want their logo instead of the word 'Peachwave', you are going to have to have each approved by the ARB because when you come in with a new sign for anywhere in your plaza, it has to be approved by the ARB; whether it's on the façade or whether it's on the monument sign.

Mr. Vassar: Even if it falls within the sign program that's approved, it has to go back before the Board again? It's not an administrative approval?

Ms. Desidero: No, because for instance, one thing that you... you keep using this term 'nationally recognized brands'...

Mr. Vassar: Right.

Ms. Desidero: Well, that's... if that's criteria you're going to go by, I don't think Mezzaluna is nationally recognized, and therefore, they wouldn't be allowed a logo.

Mr. Vassar: OK. That's a fair comment. I... I understand what you're saying. OK.

Mr. Feroe: So I think... I, yeah, I think...

Chairman Frasca: Unless... that's my point, unless they wanted a logo. Open MRI might; several of them might and they... they may indeed want one. So, so I think the issue is that we... we've been very consistent in the past, and... and... and I know you've been doing this for a long time and I've only been on this Board for 21 years but this sign as it's presented right now is not in compliance with what I understood to be the... the overall sign program. You know, there's... there's too many... there's just too many variables.

Mr. Feroe: So, so, here's my... my... Let me take one step back... is that I think there are two, at least, approvals that would need to happen. The first would be an amendment to the Multi-Tenant Sign Program which would allow for logos, and I think we have to be careful with 'nationally recognized' versus not logos because...

Mr. Vassar: I wouldn't... I wouldn't say that. You're right.

Mr. Feroe: I wouldn't go in there because once we start defining speech, that... that becomes a very gray area.

Mr. Vassar: You're right.

Mr. Feroe: Not so great. So we have to be careful.

Mr. Vassar: You're right. You're 100% right.

Mr. Feroe: Logo could be logo and so, if the Board chooses to regulate the size, the colors, the locations of the logos on the multi-tenant sign, that is within their jurisdiction. But there's very few limits as to the content, whether that be text or art that can be placed on the actual sign itself, right? You... you can't say I don't like that logo, I do like this logo, but you could say, and you know that because you've been doing this for a long time, but so you could approve the program tonight without approving the... the content of the individual placards; which would have to come back before the Board. And my recommendation would be that when you have all of the logos and you have the first round of the placards that you want to put into the sign, that you come back and you say, 'OK, this is what we want to put in. We got as much as we can get. We're ready to go make them. Here's what we have.'

Mr. Vassar: I think that would be... I think that would be fine because, at this point, the owner is thinking to themselves 'well, gee if I can't... if I can't enhance the sign and offer logos on the sign perhaps we should just keep what we have.' So, if it's approved that logos can happen, for instance, if this layout that we're looking at there tonight can be approved, then we know logos are acceptable. The sign program has been changed. All that's done. Then once we have everyone's logo, we can certainly come back before you again and say, 'OK, here's everybody.'

Mr. Feroe: Right. Here's everyone as of today.

Mr. Vassar: Right. Exactly. That's fine.

Chairman Frasca: Any comments on this?

Boardmember Lucchino: Bryan, I think you could have solved this by just providing an updated picture. With that said, I'm OK with putting logos but I would've liked to have seen a more accurate depiction of what this is going to look like with the logos.

Mr. Vassar: Well, I would've given it to you if I had the logos. It's not that I didn't want to. I don't have Peachwave's logo. I don't have UPS Store's logo. I just provided the ones I had. They hadn't provided them yet. I can't force them.

Chairman Frasca: I think that... well, I think that... you know, they would certainly want to be identified.

Mr. Vassar: Well, they will, and... and but you know... but I didn't... I didn't... I didn't understand the importance of that. I, you know, again I've done this, you know, I've been through this many times and everybody's a little different but majority of the places that we present to, it's... it's... it's a general approval. Logos are allowed and that's it, and then, you know, it's administrative beyond that, but this is different. I understand that I didn't understand it. I do now. So, if... if the concept and amendment to the sign program can be... can be looked at and approved, that would be great, and then we can... we can press forward. We can hound these people for their images and we can put them all on there and come back before you again to show you the faceplates. But as long as the owner of the plaza knows that they can have the logos, then I think that's the most important thing at this moment so that they can start moving forward with enhancing the sign.

Chairman Frasca: Katherine, do you have any comments about this?

Boardmember Weber: Yeah. I, as a personal preference, having a logo in every slot is going to look busy, but with that said, you know, I think it's a good compromise. The last time you guys came you were depicting different background colors. I think the fact that this is now all white background does make it have a more uniform look, and so I do think that that's, you know, a positive change to having the white background. You've called out that they'll have white background. So, I think from my perspective, it's fine.

Chairman Frasca: All right. So, with a bit of confusion on my part and my apology, how do we move forward on this, Victoria?

Ms. Desidero: So, I would suggest that you can approve a... this Multi-Tenant Sign Program. I think Ashley's memo, and Peter can correct me if I'm wrong, but I think Ashley's memo reinforces that it's 'approvable' as a Multi-Tenant Sign... an amendment to the Multi-Tenant Sign Program,' and I just... As long as the applicant understands that when they figure out how many of the... you know, which ones are actually going to be logos, they'll just need to come back and show that to the Board, and I can put that as condition if you'd like, Tom.

Chairman Frasca: Yes, I would, and that would be fine with me so, with that said, then....

Boardmember Lucchino: Tom, may I make one clarification? I just want to be clear. We're agreeing to this program which allows logos, white background, different fonts and different color lettering. Is that correct?

Ms. Desidero: No. No.

Chairman Frasca: No.

Ms. Desidero: They're not proposing different fonts and different color lettering. Anything that is straight type is going to be in this, I think, it's Arial bold. Is that correct, Bryan?

Mr. Vassar: That's correct, with a white background and the letters will be black. What happens is they light... they're black during the day and they illuminate white at night. And that's the typical for anyone who doesn't have a logo.

Ms. Desidero: So it's either logo or that font.

Mr. Feroe: Right, but to be clear.... to... to Carla's point, the Creative Kids Childcare Center, Wings Over Water, right? That text is their logo. Just to be clear.

Mr. Vassar: Right. Fonts can be... fonts can be a logo. That's correct. Yeah, that's right.

Boardmember Lucchino: It does just say graphic color varies. So that's why I wanted to be clear on that.

Chairman Frasca: It does vary, like for instance, when you see the UPS Store, I'm sure they may incorporate their... their brown. Open MRI may have a portion of their blue as is depicted in their sign. So that's understandable. Everything else will be that font color.

Mr. Feroe: But it wouldn't be a whole panel of brown with UPS.

Chairman Frasca: Oh, no.

Mr. Feroe: Right? That's not what's being approved. It would be similar to the Rite Aid logo where....

Chairman Frasca: Like Wings Over Water or...

Mr. Feroe: Where the logo's in the corner, right.

Mr. Vassar: Exactly. But you see Rite Aid has it, you know, part of their logo happens to be a blue font, but that's not actually a font. That's actually their logo font. It's made for them.

Mr. Feroe: Right, but the whole panel is not the blue and the red is what...

Mr. Vassar: That's... that's correct, and the same goes for UPS Store. They would either... they would either have this font or they would have some assimilation of their logo on a white background, you know, that... and that would... that's it.

Mr. Feroe: Right.

Ms. Desidero: And just so Carla, just to give you a little more comfort level, please just remember that every time after they get this sign up.... Every time a new tenant comes in, they will be presenting what goes on the façade of the building and how they're going to be presented on this sign. So, if all of a sudden somebody wants a brown background and it comes to the ARB that way, the ARB is going to say, 'no, it's going to be a white background.'

Boardmember Lucchino: Got it. All that clarification is very helpful. You know, we're all about how things look so when you don't have an accurate picture, it's a little bit hard but I got it. All that was very helpful. Thanks.

Mr. Feroe: You know, Tom, I think you're absolutely right. All of this is needed to ensure that you guys continue to do what you're doing; which is be consistent and I think this consistency is important and that's how, you know, you're able to advance these goals.

Chairman Frasca: So, I'm sorry, Katherine, you've been very silent. How are we doing there? How do you feel?

Boardmember Weber: Yeah. No problem. I'm fine with... with it now that it's been adapted to all white background.

Chairman Frasca: So, I'm going to turn a little bit to Peter on this one. Peter, how... how do we put this in the language that is... is... has complete clarity to the tenants, the landlord, and then the sign?

Mr. Feroe: Now if I could do complete clarity, I would...

Ms. Desidero: I know you want Peter... I know you want Peter to answer, Tom, but my suggestion on this is that you can make a motion tonight to approve with the condition that you're all discussing and we can write it up for you before you sign it. You can make sure it's exactly what you want rather than asking Peter to create it on the fly.

Chairman Frasca: All right. Well, then....

Ms. Desidero: The condition is that they have to come back.

Chairman Frasca: Let me...let me just give that a little bit of thought, all right?

Ms. Desidero: OK.

Chairman Frasca: So, the structure, the white background, the agreement that logos are under review, that... that essentially construction is presented and going to be approved or will be endorsed, and I'll make a motion to accept the application with revisions and I need a second.

The ARB approved a revision to the Multi-Tenant Sign Program for Lakeview Plaza. The revision, submitted by Archer Signs, includes edits to the previously approved 2014 sign program (i.e., #7 of the vision statement) and the addition of illustrative renderings and drawings of the new pylon sign. The salient changes to the program include:

- The pylon sign will include individual sign panels for the various tenants, which panels will be internally illuminated with LED lighting that will be controlled by a timer and/or light sensor such that the panels will be illuminated at dusk and will turn off 30 minutes after the last store closes.
- Sign panels shall have an opaque white background. The background shall not illuminate.
- Sign panel lettering shall be Ariel Bold font in black lettering, which shall appear white when lit.
- Tenant logos shall also be allowed on tenant sign panels.
 - Logos may be in addition to, or instead of, tenant lettering.
 - Logos may consist of a branded font and/or font color and/or other symbol.
 - The sign panel shall not consist entirely of a logo; rather, the logo, whether a symbol or branded font/color, shall be placed on an opaque white background, which background shall not illuminate.
- The anchor tenant and plaza name shall appear above the tenant panels and shall conform to the dimensions, colors, and materials described in the revised sign program.

The ARB approval of the revisions to the multi-tenant sign program for the pylon sign modifications does not include approval of the design or lettering of any tenant panels for the pylon sign. Tenant panels must be submitted to the ARB for approval.

The ARB approval of the revisions to the multi-tenant sign program for the pylon sign modifications does not include changes to wall signs at the plaza.

Motion to Approve: Thomas Frasca

Seconded: Carla Lucchino

Voice Vote: 3 to 0 with 1 absent and 1 vacancy

Chairman Frasca: I will look to review the... the application in detail when I get it from you.

Ms. Desidero: And I will look to you, Peter, to help me write that condition.

Mr. Feroe: Yeah. No, I... I think it... I think it makes sense. I think you've approved the program as presented and I think as it's presented in there, we will just call out, you know, exactly what's presented in there and I think we'll be... we'll be very clear.

Mr. Vassar: So just so I understand. It's... it's approved as it is with just a condition that once we have all of the logos that are going to be on the sign, we come back before you. The logos are OK. We just need to come show you what's happening.

Chairman Frasca: Right and it could be, you know, a very quick submission. You know, you could do one, two, three. You get Feed Barn, Peachwave, UPS Store, Open MRI, Empire Bagels tomorrow then come next month and we'll... we'll review the signs.

Mr. Vassar: OK.

Mr. Feroe: Right, but right now there's no approval for any placards to go in there, right? It's only that logos will be permitted and the text will be permitted and then you come back to us and say this is what we want to put in this sign.

Mr. Vassar: Well (inaudible)... So if we wanted to make it just like we see it here, that would be OK at this point, yes or no?

Mr. Feroe: Sure.

Chairman Frasca: Yes.

Mr. Vassar: OK so, but we're... we're not because more than likely Peachwave and UPS are going to want their logos but... but...

Mr. Feroe: And you're not going to have a 'Future Tenant' sign.

Mr. Vassar: Exactly. That's going to be blank. It's just to show you placeholder but so... So, basically if we wanted to make it just like we see it here, that would be fine. We wouldn't have to come back to you but if... but if we get more logos on here, then we're coming back. Is that right?

Mr. Feroe: No. You have to come back and show us. I don't think the ARB's approving any of the logos right now tonight. Is that... is that correct?

Mr. Vassar: Well, honestly, that's the whole purpose that we're here.

Mr. Feroe: No. The whole purpose is that the program is approved which...

Mr. Vassar: Which includes logos?

Mr. Feroe: Which includes logos but... but as I think Carla and... and Tom have said what's... what's shown on the screen right now is the program which is acceptable but what's not been shown is the content that's going in there because Peachwave, UPS don't have their logos, because you're not going to have signs that say 'Future Tenant'. So, those are the things that the Board wants to see as the final content for that sign. I mean, Tom and Carla, correct me if I'm wrong but that's my understanding.

Boardmember Lucchino: Yeah. Update the picture, Bryan.

Chairman Frasca: I agree.

Mr. Feroe: It's not... it doesn't have to be a big application, but I think they want to see what... what's going to be included in the sign. Otherwise, I think, I mean if... if they were asked, I mean, I think you could say OK, maybe we'll approve Rite... Rite

Aid and that, you know, two or three others, but I mean now you're left with four placards out of, you know 20, and I think it would make sense to come back and say this... these are the 16 we want to put in with four blanks.

Mr. Vassar: OK. All right. So the logos are approved so that the owners can be... can feel good about that. We just need to bring back the final... the final version.

Mr. Feroe: Yes.

Mr. Vassar: OK. All right. Got it.

Chairman Frasca: Well, thank you very much.

Mr. Vassar: OK. Thank you everyone, appreciate it. Have a good night.

Ms. Desidero: Thank you. Bye.

4. NEW BUSINESS

Chairman Frasca: OK. So, Victoria, it's just the Board Members and AKRF, right?

Ms. Desidero: Yes. Peter, can you give us back the full screen? I think that's correct.

Mr. Feroe: Yes, sorry.

Ms. Desidero: Bryan is gone, and yeah, it's just us.

Chairman Frasca: OK. A couple things. I apologize if I seem to be a little rusty on the sign program but I was reading through the Codes and some of it is a little ambiguous and I was trying to recall what we've done in the past and I just thought we can't give this guy a blanket approval so.

Mr. Feroe: No. I agree.

Chairman Frasca: All right, so let's... now the other thing I want to talk about was...

Boardmember Lucchino: I agree too.

Chairman Frasca: We can't... a couple things... Ashley is working on and I'll have her send it to you, some suggestions for building design applicants. I'd like you all to look at that. Please email me directly with comments and I'll... I'll forward them to Ashley at AKRF. Also, Ashley is working on a... a re-application... an application... a more comprehensive application for more clarity to an applicant that comes before the ARB. It's been the same application for as long as I can remember and she felt very badly that it's been in arrears and I told her 'well, listen, Ashley, another two weeks isn't going to kill anybody.' So I'm working with that unless anybody has any other comments.

Boardmember Lucchino: No. That sounds great. Both of those will be terrific. You want comments on the application too, Tom, or just...?

Chairman Frasca: No. She'll forward us the application once... I'd like the... we've already got the architectural design guidelines. I had her forward them to you. So please just read them and please respond in writing. I always like that so there's no ambiguity and then she's also going to send us a revision of the application, and I'd like those comments also in writing. You know, as far as approval of the meeting, is there anything else I missed?

Boardmember Lucchino: We need a motion to adjourn.

5. APPROVE MEETING MINUTES OF MAY 27, 2020

Chairman Frasca: Not yet, no because we have meeting notes. We cannot approve the May 27th meeting notes because we don't have a quorum to do it. However, I believe we do have a quorum to approve the June 24th meeting.

Ms. Desidero: Correct.

6. APPROVE MEETING MINUTES OF JUNE 24, 2020

Motion to Approve: Thomas Frasca
Seconded: Katherine Weber
Voice Vote: 3 to 0 with 1 absent and 1 vacancy

7. ADJOURNMENT OF MEETING

Motion to Approve: Thomas Frasca
Seconded: Carla Lucchino
Voice Vote: 3 to 0 with 1 absent and 1 vacancy

Signed By: _____
Thomas Frasca, Chairman

Date: 8/31/2020

THE FULL AUDIO RECORDING OF THIS MEETING IS AVAILABLE AT:
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