

“Minutes are not official until approved by their respective board.”

## **TOWN OF FALLSBURG ARCHITECTURAL REVIEW BOARD MEETING**

**April 7th, 2016**

In attendance: Joe Lucchese, Chairman, Brian Manown, Bernie Deusch, Scott Lederman, Menachem Fruchter, Board Members, Gregg Pitula, Town Code Enforcement.

- Joe Lucchese called the meeting to order at 7PM.

### **NEW BUSINESS:**

1. MARCO MOROCHO – SBL# 46-1-22 – Requests approval for a new sign for a grocery store. Zone: B-1. Location: 72 Main St., Mountaindale.
  - Marco Morocho represented.
  - Marco Morocho: I am here for sign permission. It is for my store. It is brown with a white.
  - Scott Lederman: So it's a brown border around it with white letters. Brown sign with white letters, white with a brown border.
  - Joe Lucchese: Where is the sign going?
  - Maro Morocho: The side of the window. On the side.
  - Brian Manown: Do we have a picture?
  - Marco Morocho: She has a picture.
  - Bernie Deusch: What color is the building?
  - Marco Morocho: It is a tan building, like a beige.
  - Brian Manown: What materials?
  - Discussion.
  - Gregg Pitula: He came to the ARB, he was doing a presidential.
  - Joe Lucchese: Okay, so it is going in what window? Next to what window?
  - Marco Morocho: Right here.
  - Brian Manown: The elevation on the lower right hand, the window is not in the center.
  - Joe Lucchese: If you look at the top left, that is the front elevation.
  - Marco Morocho: The door to go into the store is right here, inside here.

- Joe Lucchese: How large is that area to the right of the window?
- Marco Morocho: 6 feet from the window to the wall.
- Joe Lucchese: So you will center it?
- Marco Morocho: Yes.
- Joe Lucchese: How high will it go?
- Marco Morocho: It is just 2 feet by 4, so it will be up the highest, from here to here 6 feet, and then 2 feet for the side.
- Scott Lederman: Is there any lighting here now?
- Marco Morocho: Right now no, there will be one light over here and here.
- Scott Lederman: That one light will be over the sign? Will light it?
- Marco Morocho: No the light is for the entrance.
- Scott Lederman: The sign won't be lit?
- Marco Morocho: No
- Brian Manown: Can you line up the top of the sign with the top of the window?
- Marco Morocho: Yes, we can put a light over there.
- Discussion.
- Brian Manown: The eye likes to read continuity.
- Bernie Deusch: How will it be attached?
- Marco Morocho: Just flat in each corner.
- Bernie Deusch: Screwed into the vinyl siding and the wood behind it?
- Marco Morocho: Yes.
- Menachem Fruchter: If its level with the window, how high up is that?
- Marco Morocho: From here to here, 5 feet. 5 feet from the floor.
- Brian Manown: What is the edge of the sign? What material?
- Marco Morocho: Vinyl.
- Brian Manown: What is the rigid material that is connected to or mounted on?
- Marco Morocho: Aluminum.
- Brian Manown: How is the edge finished? Border?
- Marco Morocho: Flat.
- Brian Manown: So no dimension to it? It is very rudimentary. It's on Main Street. Did you think about maybe having something more fancy?
- Marco Morocho: If it is possible in the future, we can make it more fancy. I just started with this. I'm not trying to not look too fancy. It is expensive to put something fancy in the front.
- Gregg Pitula: He can make a nice frame around it.
- Marco Morocho: I have no idea what I need for permission for the side.
- Scott Lederman: Why do you have the phone number? Are they calling in for groceries?
- Marco Morocho: They told me if I want to put the phone number right here, I said yes.
- Scott Lederman: Do you get calls in the store?
- Marco Morocho: Not yet.
- Scott Lederman: It seems there is no point to the phone numbers. You could make 'Groceries' even bigger, saying this is my grocery store and do a nice

frame, maybe the same wood, pressure treat it. If you frame that in the same, and then you have a nice sign that says who you are, and if they need your phone number they will come and ask for it. Unless it is essential, it doesn't make sense to me.

- Marco Morocho: I am new to the business, this is new to me.
- Scott Lederman: Unless that will help your business, maybe an address underneath it. Or the hours that you are open.
- Marco Morocho: I can make it more fancy in the future.
- Joe Lucchese: Is it already made?
- Marco Morocho: Yes. I tried to show the board what I have, and then I can have more ideas to make a bigger. What I can put on that wall. This is why I make this one.
- Scott Lederman: If you were not happy with the size of it, why did you pay for it?
- Marco Morocho: That is why I say I am new to this.
- Gregg Pitula: We sent him last year to the Zoning and Planning Board to get approvals to do this with...he has an apartment behind the store to do the store, everything else. He didn't know he had to come back to even open the store. He has to go for site plan approval with the Planning Board. He built the place for the last year and a half, he got approvals from the Planning Board and Zoning Board to open the little grocery store. He didn't know what it would be in the front until he was remodeling. He called me for the last inspection, and that's when I told him he had to come for the board.
- Brian Manown: We'd like to see you have a sign that makes the village proud and something you are happy with too. You already have the sign made, to some extent we sympathize with the fact that it is already done and conforms to what we are looking for. Your sign maker needs to be more creative. You can think creatively, you could maybe hang a sign in the future, maybe right here. Maybe it's rigid, more like a small village but decorate it. Designed nicely, maybe with some graphics. It doesn't just have to be plastered against the wall. Something fun, too.
- Marco Morocho: I didn't know what I would need for the ARB.
- Brian Manown: What you need to do first is know what you are happy with and then bring it to us.
- Bernie Deusch: You are talking about attaching it to the wall, then eventually hanging it, then you shouldn't attach it to the wall. Why doesn't he take that one and let it hang, and then he can replace it. Then he can take care of everything. It can be temporary.
- Marco Morocho: This is going to be temporary for sure, I want ideas for the sign. I want what looks nice.
- Joe Lucchese: How big is that sign compared to the window?
- Marco Morocho: It is 2 by 4. The window is 6 by 4.
- Joe Lucchese: I would suggest you hang that in the window. The reason I am saying that is because I don't like the sign. If you put it on the side, and take it off the side, it will be weathered. If you put in the window, it won't take up the whole window, it's easy to let it hang, you don't have to worry about it hitting someone

in the head, then you can display your phone number and change it to what you want. I don't care for this sign.

- Brian Manown: Inside or outside?
- Joe Lucchese: Inside the window. Inside the store, hanging there. You can display things if it is high enough up. As you are saying it is temporary, you can get a nice sign that says open. Then you can think of something creative that will be more inviting for people.
- Marco Morocho: I was looking for something nice to bring to the board.
- Joe Lucchese: I don't want to make you spend more money, but you yourself is not happy with it.
- Gregg Pitula: We allow 6 month temporary permits, we can issue a 6 month permit, hold it open in the ARB, put him in under Old Business at the end of the summer, then he can come back with some new designs to show us. If he gets the planning board to open his business this month, he'll be able to function with us with a sign and he has a couple months to decide if his business will even work out.
- Menachem Fruchter: He can go to Staples and have this piece of paper blown up.
- Joe Lucchese: He has the sign already. I would like to make the move to have a motion to give temporary approval for 6 months. Then he would appear back to us with a better sign.
- Gregg Pitula: In 6 months if you decide you're not doing anything, you will have to take the sign down. Come back in a couple months with a new design, come back and see us before you make anything. Let us see what you want to make before you pay the sign people to make it. Just come back and we will work with you.
- Joe Lucchese: Can we get them copies of signage and what the dimensions would be? Okay.
- Gregg Pitula: We are here the 1<sup>st</sup> Thursday of every month.
  - MOTION:
  - Scott Lederman makes a motion for 6 month temporary approval. Brian Manown seconds. All in favor.

2. YESHIVA MESIVTA TORAH TEMIMAH – SBL# 41-1-18.1 – Requests approval for a replacement sign. Zone: REC-1. Location: 69 Silver Lake Rd., Woodridge.
  - Allen Frishman represented.
  - Allen Frishman: Everyone should have a copy of the sign. This is for the camp on Silver Lake.
  - Bernie Deusch: My first question is it says Welcome to, then there is Hebrew lettering, then it says Silver Lake. What is that?

- Allen Frishman: That is a Yeshiva camp. The sign was up last summer and he didn't know it was an Architectural Review Board, and it was a camp. Before that, there was an old wooden sign that had raised letters, it had fallen apart. That is when we got this sign. He needed a permit and that is why we're here. The sign was made up and the second picture shows the landscaping, obviously he's not putting in the brickwork for the parking lot. What he is going to do is, the sign is 4 by 6, he is going to have 2 posts pretty close to that color. They're going to be 6 by 6 posts. His landscape designer actually put this together. He will have the sign mounted up there. He is going to do the landscaping because he applied for a renaissance Mitzvah contest. I said this will score big points, he paid for it. The landscaping will help compliment the sign. We are here just to get approval of the sign, an idea of where it is going, and the texture that the landscaper put up is not really accurate. I told him the posts have to be painted.
- Menachem Fruchter: 1 sided sign?
- Allen Frishman: I almost positive it is 2 sided.
- Gregg Pitula: I don't know what it will look like after the winter.
- Allen Frishman: It was a metal sign with a vinyl coating on it, so it didn't deteriorate.
- Bernie Deusch: Is it reflective?
- Allen Frishman: No.
- Bernie Deusch: Lit at all?
- Allen Frishman: If there will be lighting, I imagine it will be on the ground lighting upward. The old sign didn't have lighting.
- Gregg Pitula: There is no power on that side. They have a compactor on that side, they do have lighting.
- Allen Frishman: I still don't think he will light it.
- Scott Lederman: How is that sign going to be attached to those 6 by 6's? Or is it already attached?
- Allen Frishman: It used to swing with hooks. It will probably have some sort of brackets attached to the posts?
- Bernie Deusch: Like an L bracket?
- Allen Frishman: I don't know exactly but it will be connected. It won't hang, so he will have to have something bolted to the L bracket. Something very small.
- Brian Manown: Between raw pressure treated lumber and hardware, we see a lot of these things, it seems like if someone took the extra step to make it decorative.
- Allen Frishman: I have a better idea. Take the 6 by 6, put 2 pieces of wood on either side, something on the bottom that could drop it down to slot. No brackets, just the 6 by 6, 2 1 by 2's, something on the bottom, no hardware, looks cleaner.
- Brian Manown: Now you have got kind of a frame.
- Allen Frishman: That is a much better idea.
- Brian Manown: What is it made out of?
- Allen Frishman: Aluminum. Similar to what you had, very thin. Rigid.
- Brian Manown: It is thin, it doesn't have an internal frame.

- Allen Frishman: 1/16 maybe
- Scott Lederman: I'd like to see the thing framed. You already made the sign, why would he make the color Welcome to one color and the Silver Lake in a blue color? What was the thought of that? I find that ugly. I don't understand. It almost seems the Welcome to is washed away.
- Brian Manown: How realistic are these colors? This sign is already in existence. I was going to say these colors are so bright, they are almost fluorescent. Is that just the print quality or what? These colors are not subtle at all.
- Discussion.
- Bernie Deusch: I would like to know what I am driving past. It would nice to have it in English and Hebrew. To say what it is.
- Allen Frishman: I won't disagree with you, if the sign had not been made.
- Joe Lucchese: Edit in vinyl letters. Underneath. You need to know what it is.
- Allen Frishman: The translation is a high school camp.
- Menachem Fruchter; High school camp. The first word is camp, the second is high school.
- Bernie Deusch: I don't mean that to be offensive, Everything else is in English. Either the entire sign in English, or the entire sign in Hebrew. I don't know what it is, I like to know that a kid would come out.
- Menachem Fruchter: Anyone that drives by can tell if it is a camp.
- Allen Frishman: I will tell the applicant. I have no problem framing the sign, I have no problem telling them to add the word camp. It doesn't have to say young or old, just camp.
- Brian Manown: Could you suggest doing some kind of a build top, a carpenter can do that in 15 minutes? Instead of just being like this, just by cutting and shaping that? I won't say add anything. Just cut right out of that.
- Allen Frishman: The sign here?
- Brian Manown: This is the top of the post.
- Allen Frishman: Oh the pole. To finish it off, got it.
- Brian Manown: If you could come up with something. So it doesn't look like a fence post.
- Bernie Deusch: He's not going to have lighting, so he shouldn't put lighting in without coming to us. If he wants the lighting, he has to come back to the board for us to discuss that. Are you going to do the 911 sign also?
- Allen Frishman: It will be across the street.
- Gregg Pitula: We would like to see them on the sign posts. I'd like to see them on the sign.
- Bernie Deusch: So the camp is on this side?
- Allen Frishman: Here is the parking area, the camp is across the street. I will get him to put up the 69 Silver Lake Road.
- Bernie Deusch: That would not be up by the sign, that would be across the street.
- Scott Lederman: Will he have a sign for the entrance?
- Allen Frishman: No you will know it is the entrance. It is impossible to miss.

- Menachem Fruchter: I have a suggestion with the word camp. Maybe to match the sign with blue letters, you can come down the pole and write camp? How are we going to put camp on that sign?
- Allen Frishman: Underneath the Hebrew.
- Scott Lederman: I'm not sure if the camp is a necessary thing.
- Allen Frishman: I do agree about doing the posts, doing the 911, and framing.
- Scott Lederman: I really think it is a hideous signs, the colors. Nor do I think it compliments the area. Where do these colors come from?
- Allen Frishman: They think green leaves. This is more of a lime green.
- Scott Lederman: Even the Welcome to, that yellow.
- Brian Manown: Yeah the lime green...
- Scott Lederman: This is the problem we are talking about, people are doing things before approvals. We don't want to make people spend more money, but that is hideous. That is my opinion.
- Bernie Deusch: Are there other signs around here from other places?
- Allen Frishman: Down the street you have Regency. They did a whole project with the huge brickwork, very expensive. Again, he is focusing on the landscaping this case.
- Scott Lederman: Yes but included in the Renaissance landscaping I would think would be the presentation of the sign itself. That could be a positive or a negative. If you look at something like the Dynamite Youth Center, they did it in a nice old wood. These colors, I hope you don't match the phone or the plant life with those colors. Then it would be like an amusement park. As a presentation for the rural area, I think it would take away from the aesthetics.
- Bernie Deusch: For the Sullivan Renaissance, he is trying to make it look like plant, and flower, and shrubbery, he's trying to match it with those colors. He is trying to throw all that in there.
- Scott Lederman: What is the yellow, the sun?
- Bernie Deusch: What color is the welcome to?
- Allen Frishman: Brownish.
- Bernie Deusch: Orange or yellow?
- Allen Frishman: More brown. I don't know what color that is.
- Menachem Fruchter: Would the statement be correct, he made a sign and he is not making another?
- Allen Frishman: That is up to the board. He didn't plan on making another.
- Menachem Fruchter: Then let's vote on the sign.
- Joe Lucchese: Okay. Who wants to make a motion?
- Menachem Fruchter: I make the motion to have the sign framed in the posts.
- Allen Frishman: We will make some kind of frame around the whole sign, so it has a border. The top will be cut to make them decorative.
- Bernie Deusch: You are going to paint the posts.
- Allen Frishman: He wanted to leave them pressure treated. I said if it is not going to be painted, to get a stain, but I want them to be protected.
- Bernie Deusch: It should all be the same color.

- MOTION:
  - Menachem Fruchter makes a motion to have the sign framed in posts. Scott Lederman seconds. Brian Manown, Joe Lucchese, and Bernie Deusch opposed. Not approved.
  - Allen Frishman: I will be back with a new sign and some new sketches.
  - Bernie Deusch: I would not do a background of leaves and stuff. The Welcome to Silver Lake and the Hebrew are fine, but I would make it all one color. Maybe do it in some sort of...I'm not sure what. If you are going to do some sort of background, you have to do something, it has to contrast enough so it fits with the area. The foliage.
  - Allen Frishman: There are lots of signs around, I don't know who his sign guy is.
  - Bernie Deusch: Even if he uses a neutral color. Then promote the contrasting color that's within the code of colors we use, that compliments and is rustic enough that it compliments what he is going to do.
  - Allen Frishman: Okay.
3. EXXON (VALERO) – SBL# 18-1-3 – Requests approval for a refaced sign and reuse the LED price panels. Reskin the store front and canopy with Exxon logo. Zone: B-1. Location: 1141 SR 52, Loch Sheldrake.
- Caroline Parker represented.
  - Caroline Parker: I would like to start with our signs are not made yet. There are about 10 locations around here that are getting rebranded. Some of them are for purchase, some are being rebranded by owner. They are all Valeros, they are either being branded an Exxon or a Mobile. We are maintaining the existing the square footage of the sign and refacing it with the LED price lights and putting the prices on. Then we are going to reskin the overhead canopy with the ACM aluminum fascia for the canopy. Then we will install 2 Exxon channel letters that will be illuminated. The rest of the fascia will not be illuminated but the 2 signs will be. There are roughly 16 square feet each. They are replacing existing Valero signs. The front of the stores will be reskinned all red. There was a Quikmart sign that will be removed.
  - Scott Lederman: What you're doing is physically removing everything there now and putting something different in its place.
  - Caroline Parker: Yeah because the structure will remain.
  - Scott Lederman: This Valero, what is it made of?
  - Caroline Parker: It is metal.
  - Scott Lederman: Metal over wood.
  - Caroline Parker: It's a metal structure. It's all beams.
  - Scott Lederman: Everything is metal behind it.
  - Brian Manown: You're removing that metal fascia and putting up new?
  - Caroline Parker: Normally if the Valero is not coming off, that looks like just a

vinyl, they will go right over that. This is a box, because it is illuminated, that fits in there.

- Brian Manown: This will be illuminated?
- Caroline Parker: Yes.
- Scott Lederman: Is it now?
- Bernie Deusch: No. Not the one around, this canopy.
- Scott Lederman: Is that going on the application? If there is no light there, you have to add it, then it has to be a part of the application.
- Joe Lucchese: It says lighting method LED. On page 3.
- Scott Lederman: Why are you doing red and not blue?
- Caroline Parker: Exxon is red, and Mobile is blue. There is a red building right across the street. We are blending in quite nicely with the neighborhood.
- Brian Manown: How about a nice historic red?
- Caroline Parker: No.
- Brian Manown: This is the town of Fallsburg? You can't change the color?
- Caroline Parker: No.
- Brian Manown: But we are asking them to be part of the community.
- Caroline Parker: Is that what you want me to leave with?
- Scott Lederman: At the same time, you have red letters of Exxon, you have a white background on top, and the rest is blue. If I'm not mistaken, you said Mobile is blue.
- Caroline Parker: Mobile can't be as blue. Mobile is blue and the white is always the white.
- Scott Lederman: I guess the concern that I have is that in my head, I know the Valero...
- Brian Manown: None of this was allowed by this ARB. This is all new.
- Discussion.
- Brian Manown: Signage as of this would never be allowed in the town.
- Bernie Deusch: Other situations in other towns, like in West Chester you see an Exxon sign maybe 4 feet off the ground. I understand this is near a highway exit. We did the same thing with Dollar General. They started off with a sign 15 feet high on 42.
- Brian Manown: It's debatable whether it is a highway or not. It's a local road.
- Caroline Parker: It's different when you're purchasing or rebranding rather than starting from a ground up. A lot of these gas stations wouldn't be built on the lots they are on. That's when you can take and make the sign what you want. This is just a different situation.
- Scott Lederman: Our job is to prove that aesthetics of the area and having a sign that's...
- Caroline Parker: The only thing you can do with this sign is probably take out this blue block, cut the pole down and move the Exxon down.
- Brian Manown: That's where I was going. The blue block is empty space.
- Bernie Deusch: That would then lower the whole sign.
- Caroline Parker: We're not messing around with the LED.

- Bernie Deusch: If you bring that Exxon sign and use that spacing.
- Caroline Parker: I don't have a problem with that.
- Gregg Pitula: It kind of gets rid of all of the tackiness.
- Bernie Deusch: I can live with that.
- Caroline Parker: That's a totally different canopy.
- Bernie Deusch: If you can make it red, you can make it white.
- Caroline Parker: They would have to come back. This is standard, this is nonstandard.
- Bernie Deusch: We're all about nonstandard.
- Gregg Pitula: They're looking to get rid of the starkness of all the red outlines, bring it more into a country feeling instead of a city.
- Bernie Deusch: I know you're trying to put a product out there, I think it is way too much.
- Caroline Parker: I don't have the authority to do that.
- Bernie Deusch: You can say to that authority.
- Caroline Parker: It can be a recommendation.
- Bernie Deusch: Yes it is a recommendation to see the red gone. The red letters of Exxon on the corner, lit like you wanted with the white. What do you think?
- Brian Manown: I think that is going in the direction we should go.
- Caroline Parker: I think white canopy is going to be more of an eyesore than having red. It's going to get dirty. This is what it is. If they were going to build it from the ground up, they would do these things.
- Bernie Deusch: This is our jurisdiction to say we do not want all that red, especially all the red across the front of the store with nothing on it.
- Caroline Parker: What do you want it to be? White?
- Brian Manown: Yes. What is the building colors?
- Caroline Parker: I understand you're trying to make changes to the town, and I see the buildings over there.
- Brian Manown: We can only go one at a time as they go before us.
- Bernie Deusch: We're going to talk them also about those things, we're not trying to be difficult.
- Caroline Parker: You're trying to change a national logo is what you're trying to do.
- Brian Manown: Exxon can be a leader in this case.
- Bernie Deusch: What we're trying to do is lessen, you're still going to have your logo, you still have your name brand, I think what we want to see done away with is all this red. We agree with you, the Exxon sign itself, lowering it, not at all impacting on the digital items...
- Caroline Parker: I guess that you come here and you get these comments, but it would be nice to know this stuff before you come in front of you. So I could come in with options. You review it before, then you throw out, people do it with Planning Board, they review and they say we have these problems, what they'd like to see. Instead of coming here and finding out that everything we want you don't like.

- Gregg Pitula: It's up to you to bring options to us.
- Caroline Parker: They don't want options. They wouldn't do what you're asking. I guess you suggest what you want, they either do or it not.
- Bernie Deusch: If they don't then there are consequences.
- Caroline Parker: Then it stays a Valero. I don't know, the guy is leasing it. The guy owns the property, he is changing it to the rebranding of Exxon, if he can't get the Exxon, he may pull out. Sonoco can be Exxon can be Mobile, so you never know who owns a gas station when it is branded something.
- Audience: I guess I will be the minority in this one, to me that is Exxon, that is Mobile, that is how it is across the countries. You're creating a problem that is unnecessary.
- Scott Lederman: I'd like to make a motion that we accept the modification of the standing sign, in addition to that recommendation, the Exxon logo is lit as is, instead of the right red border, there is a white border around the frame of the canopy as well as a white border...
- Discussion.
- Brian Manown: Before we second it...
- Caroline Parker: How many votes do I have to get?
- Gregg Pitula: 3.
- Scott Lederman: My recommendation still stands.
- Brian Manown: Does the recommendation include the fact that the way it is, is not accepted?
- Scott Lederman: Yes. It is not accepted.
- Bernie Deusch: If you say with a white border, you're recommending making the canopy completely white, there is no border.
- Scott Lederman: Yes.
- Caroline Parker: So I have a question, if you make that recommendation, can they say no and then I get it the way I want?
- Scott Lederman: Let's see what happens. You will see. Anyone want to second?
- Brian Manown: I don't want to second it because I would like to make a second recommendation. I would like to go as Scott described, I would go for the red on the canopy but not on the building.
- Caroline Parker: I like that.
- Brian Manown: Everything else, the alteration to the sign would be required. I recommending a different.
- Bernie Deusch: So what about Scott's motion?
- Joe Lucchese: It just got defeated. I would second Brian's motion.
- Bernie Deusch: So Brian's motion is now on the table?
- Joe Lucchese: The motion is to leave the red on the canopy, cut down the sign as discussed, and make the building white. Let us take a vote?
  - MOTION:
  - Brian Manown motions to leave the red on the canopy, cut down the size of the sign, and turn the building white. Joe Lucchese seconds. Scott Lederman approved. Approved.

- Scott Lederman: Just for an understanding, when they do all this reskinning, if there is anything that is bad, anything structural that needs repairing....

Joe Lucchese motions to adjourn. Bernie Deusch seconds. All in favor. Meeting adjourned at 8PM.