

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

TOWN OF FALLSBURG ARCHITECTURAL REVIEW BOARD

May 6th, 2021

Brian Manown, Chairman, Menachem Fruchter, Gerald Skoda, Scott Lederman, Board Members, Thomas Brawley, Melissa Melko, Code Enforcement

- Brian Manown called the meeting to order at 7:00PM
- April minutes approved

NEW BUSINESS:

1. KLEIN ICE CREAM – SBL# 60-1-22 – Requests approvals for a new ground entrance sign and wall sign for an existing building. Zone: B. Location: 4996 Main St., South Fallsburg.
 - Ari Klein represented.
 - Brian Manown: We have your application and a photograph of the sign you want to put on your building as well as a sign out in the front which is a stand alone sign on the bottom 2 posts. Pretty self explanatory. Is there anything you want to say about the signage?
 - Ari Klein: The one on the lawn closer to the road is replacing the old sign. We are replacing with this sign. It used to say Majestic but we are replacing it with the client's information on it. The one on the building there is no lighting we want to add. It is just going to be canvas material. The one on the road is aluminum metal material.
 - Brian Manown: Any comments or observations from the Board?
 - Scott Lederman: You said you were going to use canvas on the sign that goes across the front of your building?
 - Ari Klein: It is a vinyl material sitting on the building. Instead of doing a metal material which is more expensive. This is like a heavy material that we can hook it up on the physical building.
 - Scott Lederman: How does it attach?
 - Ari Klein: It comes with bolts and it gets bolted into the building.
 - Scott Lederman: Does it have grommets holes or is it going right through the material?
 - Ari Klein: It is grommet holes with it screwed in right to the building.
 - Scott Lederman: If we are going to allow that which I don't think it is the best material I think it needs to be framed. Then there needs to be a backing to it then

it can be attached. That way it doesn't wrinkle or get blown from the wind in between the grommets. That way it is solidly on there.

- Ari Klein: We can do that.
- Scott Lederman: We have had other people and we have denied giving them that opportunity using that material. That is my recommendation so it does really stay on there.
- Ari Klein: That is a small minor thing. I can tell the signage guy that is what we want.
- Brian Manown: Are we talking simply a frame or something rigid behind the vinyl? Some continuous rigid material?
- Scott Lederman: I am talking about both. Assuming there has to be some backing or it is not going to maintain.
- Ari Klein: Is it better to put it on some kind of plastic material? We could go aluminum all the way and just screw that in.
- Scott Lederman: Plastic drop?
- Ari Klein: Not really a plastic but more of a softer plastic. Tougher. More like a softer material they can print on.
- Brian Manown: You mean instead of vinyl?
- Ari Klein: Correct. It is firm enough. I think we can print nice on it. We want it to last for a couple of years. I don't want it to look like a shot sign a few months later. We want to represent the company just as Fallsburg wants to represent the town.
- Brian Manown: So instead of a vinyl sign you would make it out of a rigid material.
- Ari Klein: Correct.
- Brian Manown: We will call it a rigid plastic material.
- Scott Lederman: My only concern with that is fading. I don't know if it would fade or not where it is. It looks like it is in the sun on this picture. This building is not facing the major street correct?
- Ari Klein: It is.
- Brian Manown: It is right on 42.
- Scott Lederman: What I am looking at with Klein's ice cream is right on the street?
- Brian Manown: The building is set back at least 100 to 150 feet from the highway itself. New York State Highway 42.
- Scott Lederman: I've past this building many times.
- Brian Manown: It is right past the blinking light where all the cars crash.
- George Sarvis: Right next to Rolling V.
- Scott Lederman: These items on the sign are actual renditions of the product you are selling?
- Ari Klein: Not really but it gives some images of ice cream. You're talking about the sign on the building correct?
- Scott Lederman: Correct.
- Ari Klein: It is part of the design. We have this on the trucks. We have this on the decals on the freezer.
- Scott Lederman: So it is a standard display of these different ice cream items?
- Ari Klein: Correct.

- Scott Lederman: Are your trucks and everything the same color blue?
- Ari Klein: Almost the same color. It depends on the printer and how fine they are. They go by digital so it depends on how many pixels. They try to be the same.
- Scott Lederman: The Klein ice cream is in white letters?
- Ari Klein: The one on the road?
- Scott Lederman: On the building.
- Ari Klein: The Klein's Ice Cream is in white.
- Brian Manown: That's pretty clear from the image. I am okay with the sign on the law. I have a problem with the sign on the building. It is way too big. I am nearly certain that it exceeds the limit of 60 square feet of signage. I think the imagery you put on the sign makes it kind of a clutter. I'd rather not see all kinds of imagery. It looks very commercial. I think it zoned industrial but it is a small town. We have tried to preserve some quaintness about the town. It looks very commercial. That is one thing which I could let that go but it looks very busy. And like I said I am pretty certain it is larger than what is allowed.
- Scott Lederman: It is 3 feet by 54 inches right?
- Ari Klein: That's the one on the road.
- Brian Manown: If we say the sign on the building includes all the imagery. It is literally the width of the entrance of the building. That has to be at least 30 feet wide. That is 90 square feet at least. Off the cuff.
- Ari Klein: If we change it to more of a solid background that it would match with the side of the road. Should we go smaller?
- Brian Manown: It is not up to me. It is in the town code. You are not allowed to exceed 60 square feet. I would like to see something smaller. If it could be 15 wide and 3 feet high. That would be 45 square feet. That would still present quite a large sign. I know you're quite a ways off the highway but it is still big. You have the sign out at the road and with the size of your lettering I think it would be fine. I think people would see it.
- Ari Klein: Alright we can cut it down.
- Scott Lederman: I have a question. Are you selling ice cream out of the store or is it just a distribution center?
- Ari Klein: It is offices and distribution only.
- Scott Lederman: So you're not serving the public out of this building?
- Ari Klein: Correct.
- Scott Lederman: Then I agree. It isn't like you're trying to attract customers to the building to get ice cream. I agree it is too long and too busy. I am just curious. Maybe if the sign was in between the 2 doors and you shortened it. It is 2 door correct?
- Ari Klein: Correct.
- Scott Lederman: Obviously you're going to be using those doors. The idea of shortening it so it is still an essential piece of the building.
- Ari Klein: If it has to be 15 feet we will go 15 feet. One of the things for the busy sign as the way it looks it is only because my design is like that. If it has to be smaller we will make it smaller.

- Scott Lederman: You said before your trucks have the same logo with the same ice cream pieces?
- Ari Klein: Correct.
- Scott Lederman: So bring it down to 2 ice creams
- Ari Klein: We'll have the graphic guy make something nice.
- Brian Manown: What we have arrived at is a 15 foot wide by 3 foot high sign with some imagery on it. Probably reduced in size. On a rigid plastic material backing and fastened to the building. The yard sign at the street I am fine with if everybody else is fine. Would I hear a motion to approve?
- Scott Lederman: I have an issue with the sign by the road. The fine looks fine but is it connected to piping? What is holding those signs up?
- Ari Klein: We are going to use the same structure. It is a 2 by 3 or 4 inches piece of metal. It is there for the last 50 years. We are just going to put it on the original sign. The whole frame will stay the same.
- Scott Lederman: I'd like to see the framing updated to make it more presentable especially it is going to be by the side of the road. You already have the squared out piece. We have had other companies put flowering around it or in the box itself. As well as doing more of a finish.
- Ari Klein: I think if I can get those 4 by 4 plastic fencing and frame it around it should sit nice. It would look very pretty. I could do that. Leave the structure but sleeve it into a plastic fencing material.
- Scott Lederman: That sounds great as long as that is solid and filled and you attach it appropriately. Is the second sign just hanging off the first sign?
- Ari Klein: There is another piece of metal coming across and that hangs on that.
- Brian Manown: How do we describe that? You are going to add pvc fence posts.
- Ari Klein: Yes. Like sleeve it in. Mount it all the way down to the ground and put a nice crown on top.
- Scott Lederman: If you do the cross one as well you can hang it off. Then it is separate and looks nicer.
- Ari Klein: I can have a gate guy send me a nice job. No issue.
- Brian Manown: Is there a motion to approve under all these conditions?
 - MOTION:
 - Menachem Fruchter motions for conditional approval. Scott Lederman seconds. All in favor.
- Menachem Fruchter: I know the Klein's will make beautiful signs for the town.
- Brian Manown: This signage is approved as a 15 by 3 foot sign for the building on a rigid backing made of some kind of rigid plastic material and with a rigid frame. The lawn sign will have something like a pvc fence post over the existing structure simply to upgrade and make it more presentable. With that you are approved and good luck.
- Ari Klein: Thank you everybody. We like to represent the town so we like to look as best as possible.

2. YEHUDA FINK – SBL# 22-2-22 – Requests approvals for a new sign for a doctor's

office. Zone: MX. Location: 432 Route 52, Woodbourne.

- Yehuda Fink represented.
- Yehuda Fink: We would like to have the sign for people to know where to go. The signage is going to be done by a company doing it with aluminum and acrylic.
- Scott Lederman: You're saying this sign is completely across the blue?
- Yehuda Fink: That blue you are showing me is the capping. There is peeling paint over there. It is capping to the outside awning. The sign is in the center.
- Brian Manown: It is like a fascia board that is being capped or covered? It is kind of like a renovation. You are covering up an existing material?
- Yehuda Fink: Correct. There is peeling paint I want to covered. The cap will match. It gives it a nicer look to the entrance way.
- Brian Manown: The sign itself is what we see in the computer generated image over a photograph of the building. The application says it is 16 feet wide and 6 feet tall. That is 96 square feet so you are 36 square feet over the maximum. Again we have it larger than what the town allows and as you may have heard. We are not always looking to maximize the size of the signs. We like the size to be a scale that commensurates with the hamlet itself. It doesn't have to be a highway sign or a billboard. I would encourage the members of the Board to make any other recommendations or express their own opinions about the size of the sign. Other than it is larger than it is allowed.
- Yehuda Fink: I guess we should downgrade that to 15 by 4. 4 feet high and 15 wide. That would be 60.
- Brian Manown: Yes.
- Yehuda Fink: We could make it 15 by 4. That would help out. It does have a very large fronage. It doesn't take up the space of the entire building.
- Brian Manown: So we are heading in the right direction. Any other comments?
- Scott Lederman: So the sign which includes the walkin urgent care. That is all one material from the lettering up here all the way down?
- Yehuda Fink: Correct.
- Scott Lederman: Because it will be smaller you are going to use more materials
- Yehuda Fink: Correct. I will bring the size from the height down from 6 to 4 and the height from 16 to 15.
- Scott Lederman: Is this a logo or an emblem you use?
- Yehuda Fink: That is the logo.
- Scott Lederman: Okay.
- Menachem Fruchter: Any lighting?
- Yehuda Fink: The white part will be lit up inside.
- Brian Manown: Backlit from behind?
- Yehuda Fink: Yes.
- Brian Manown: So the whole sign itself is like a lightbulb.
- Yehuda Fink: Correct.
- Brian Manown: I don't think that is allowed. George? I am not sure the sign code allows a backlit sign on a building in the hamlet which is referred to as main street. Anything?

- George Sarvis: I am looking. It won't be flashing right?
- Yehuda Fink: No.
- Brian Manown: I do recall this came up with the Brothers Two signage. Now that I think about it that was allowed.
- Scott Lederman: It is flashing signage that is not allowed.
- Brian Manown: I may be thinking of the old architectural guidelines. We've never done anything but ignore those much to my consternation. We will let sleeping dogs lay.
- George Sarvis: Under construction standards for signs it says illumination. Signs may be illuminated by a steady light provided that the lighting does not illuminate adjacent buildings. Illumination is permitted. I think it is safe to say it won't be illuminating the adjacent properties because they are across the street and set back as far this existing building.
- Brian Manown: I am almost certain what I am thinking of the old architectural guidelines and we don't use those anymore apparently. Any other questions or issues with the sign? Shall we entertain a motion to go forward?
- Scott Lederman: Is both the white and blue part illuminated? You have the white is your name and then walk in urgent care. Is that part of the illumination?
- Yehuda Fink: Yes.
- Brian Manown: I think it is fairly obvious that this is not a good representation of what you want to put on the building. I would have never guessed this was going to be illuminated from behind. I forget what they call that. There is a term for that kind of signage. Scott do you have a particular concern about that?
- Scott Lederman: My concern about the in box lighting of that sign especially with the white that is going to be really bright. If I am not mistaken there is already a streetlight there. My concern is that depending how bright it is, I understand you want it visible, but at the same time this is the town of Woodbourne and not a mall. This would be acceptable in a mall situation. That is not going to be the case. Unless somehow the illumination can be lower I don't know how to make that recommendation. I would like to find out how much illumination we are talking about.
- Yehuda Fink: I can have the options where just the letters are lit up. It won't be that strong to the street. It would bring out the signage for what it is. Then the strength of the light won't go to the street.
- Scott Lederman: That would be great if that can be accomplished. It would still be visible. I like that idea if that is something can be done. Are you going to put some flowers?
- Yehuda Fink: I would like to do flowers. I would like to make it look nice. I am looking at having it be nice.
- Scott Lederman: All year round?
- Yehuda Fink: We don't know yet.
- Sign Maker: The plan was not to make the whole white background lit up. Only the letters. Only the wording. The top and the bottom. The lights are from the inside so it is called pushed through. It is not high voltage it is all LED low voltage.

- Brian Manown: Thank you for that clarification.
- Menachem Fruchter: I make a motion to accept the sign and the shrink to make it smaller just with the letters lit up.
 - MOTION:
 - Menachem Fruchter motions for conditional approval. Scott Lederman seconds. All in favor.
- Brian Manown: So under those conditions the smaller sign at 15 feet by 4 and the push through letters being illuminated in the colors shown you have the approval and good luck.
- Yehuda Fink: I have one more question. When I brought it into the Building Department today they emailed the board members regarding putting a sign on the side of the building where the parking is. Have the board members received that?
- Brian Manown: I did not.
- Yehuda Fink: There is a question about putting on a banner or aluminum sign on the side of the building. We are going to have a few parking spots over there. We would like to put on a sign of 8 feet by 7 feet on the wall stating first that the entrance is on the street and that there is parking there.
- Brian Manown: I am going to have to intervene here. We have other applicants waiting to be heard tonight and since we didn't receive anything I think I would like to table this. There is an issue that the signage is only allowed on a public street. I guess to some extent it is public parking lot right?
- Yehuda Fink: It is a private parking lot.
- Menachem Fruchter: He has to get a new application.
- Brian Manown: Yes we would need to see an application and the sign itself.

3. THE CENTER FOR DISCOVERY – SBL# 35-5-14.1 – Requests approvals for 4 new signs on an existing building. Zone: MX. Location: 202 Main St., Hurleyville.
- David Fanslau represented.
 - Menachem Fruchter: I must run to the synagogue. Being that everytime David has been before us there wasn't anything he has shown us that wasn't beautifully done. Can you both review everything he has and either I can comment or read the minutes to give my final vote?
 - Brian Manown: I think that is fine with me. You'll give a final vote on these then.
 - Menachem Fruchter: Any other clients I would not feel comfortable but David has been here and always done wonderful work.
 - Brian Manown: I am fine with that. Scott do you have any insight? George do you have any issues?
 - Scott Lederman: I remember the last time we tried to do that they weren't very happy with us.
 - Brian Manown: What was the issue with the third person?
 - Scott Lederman: We were conducting business without the quorum. The truth is we are not going to have a quorum. Even though we might want to do it in terms

of conditional I don't know if we can do that. It seems reasonable to me but to be honest.

- Brian Manown: Let's do this. Can you give us 3 more minutes?
- Menachem Fruchter: I am going to miss. I have to go. I think you should have the meeting and I will take care of anyone who is unhappy. I will speak to Mollie.
- Brian Manown: We can't go forward. It is not legal.
- Menachem Fruchter: What if we make another date where we get together?
- Brian Manown: I have to leave that with Mollie at Code Enforcement. Why don't you just go ahead and we will work it out with Mollie?
- Menachem Fruchter: Let me know what happens.
- Brian Manown: David things have gotten gnarled up here. We had some technical difficulties getting started. I was afraid this might because Rabbi Fruchter did say his time was limited. As I mentioned a minute ago we attempted to do this at a meeting last year and we were informed in no uncertain terms that it was not legal to proceed without a quorum. I really apologize for having you be here and come tonight. I guess there is nothing we can do but reschedule you.
- David Fanslau: The only application that is really time sensitive is 220 Main Street. Number 4 on your agenda. We were looking to start painting that building tomorrow assuming we would be able to do that. The color scheme is in the Benjamin Moore colors so I don't know necessarily that we need approval for staying within the Benjamin Moore color scheme. We always do come as a courtesy but I think that ruling was made previously. There is a sign that is associated with that particular use and that building. The other 2 you could schedule a special meeting. We could reschedule and I could come once you have a quorum or I could come back to the June meeting. This one is very time sensitive and pressing to get done.
- Brian Manown: I don't think we can even express an opinion without a quorum. I suggest you speak with Mollie and make those same points. I agree with you.
- David Fanslau: I think George made that representation before. Usually if we are going outside the historical colors it is more pressing for ARB approval. We don't really go outside of the historical color scheme in Hurleyville at any rate. I also do agree that I don't think you really are able to legally continue without a quorum.
- George Sarvis: David is absolutely right. As long as they stay within the historical color scheme they don't need the ARB approval.
- David Fanslau: I think we can move forward with the painting tomorrow but if the members can schedule a special meeting let me know. I will make myself available. We can do another Zoom meeting if that can be worked out with your schedule so we can get these applications taken care of before the June meeting. If not if you can have them rescheduled for the June meeting that would be great.
- Brian Manown: You got it. We will take this under the advisement of Mollie and see if we can schedule something or see if she has a better idea. We will do it however we can to expedite.
- Scott Lederman: If we are going to schedule it don't schedule it for next week. I won't be here next week but the week after I will be here.
- Brian Manown: George if you can convey this to Mollie. Melissa if you can help us

with this. If Scott is not going to be here we can still muster up a quorum. Let's just see what we can work out.

- George Sarvis: So you're just asking for approvals for a special meeting. That can be relayed to Mollie.

4. THE CENTER FOR DISCOVERY – SBL# 34-9-21 – Requests approvals for a new sign and paint colors for an existing building. Zone: MX. Location: 220 Main St., Hurleyville.

- Application rescheduled

5. THE CENTER FOR DISCOVERY – SBL# 34-4-12 – Requests approvals for a new sign for an existing building. Zone: MX. Location: 227 Main St., Hurleyville.

- Application rescheduled

Brian Manown motions to adjourn. Scott Lederman seconds. All in favor.