

Minutes of Meeting of the Board of the Visual Environment Croton on Hudson

January 16, 2013

Present:

Members: Doug Wehrle, chair, Tom Smith and Valerie Leis

Liaisons: Kevin Davis and Joseph Sperber

Absent: Seth Weintraub and Seana O'Callaghan

The Board reviewed two sign applications.

Present for the discussion of the sign for a new restaurant, Flava at 387-389 Riverside Ave., were the applicants, the Ridgways. They explained the meaning of the name and the significance of the thumbs up logo. The sign will replace the one currently existing for the closed Kico's restaurant. Tom Smith the graphic designer on the board, strongly suggested that the type face chosen in the restaurant name failed to suggest the nature of the restaurant, casual Caribbean food, that there were other sources of fonts that would convey its spirit more successfully. Mr. Smith showed the applicants KTF Roadbrush and SinCity, two fonts available at the dafont.com website. The Board also recommended that Caribbean food be added in smaller lettering below the name so people would understand immediately the nature of the restaurant. There was some discussion about the addition of color to the sign as opposed to the use of black and white but that seems unlikely at this point. The applicants will take the advice under consideration and submit revisions to the board via email so that they may proceed with fabricating the sign quickly. The Board enthusiastically welcomes this new business to Croton.

The second applications was for signage for the Acker House a Center for Integrative Health containing within it two other businesses, holistic physical therapy and a gift/furnishing retail business that has relocated from Briarcliff. This is a lovely, highly visible site in the upper village and the property is currently undergoing significant restoration. Unfortunately the sign fabricator could not be present, though he did send a written statement explaining the purposes of each panel. Nor was the applicant present and much of the information the Board would need to make informed commentary was not available. The Board suggests the application be resubmitted with more information about the intent of the sign and with color samples of the materials actually to be used. Much of the sign design is to be commended but font for the Acker House panel in particular seems inappropriate to its perceived purpose. Also, the color combination of the physical therapy panel and the Wake Robin panel don't seem to work. The presence of the applicant is highly recommended.

Respectfully submitted.

Valerie Leis