

In the Matter Of:

VILLAGE OF FARMINGDALE - PLANNING AND ARB

PLANNING BOARD AND ARB HEARINGS

March 26, 2024



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INCORPORATED VILLAGE OF FARMINGDALE
PLANNING BOARD AND ARCHITECTURAL REVIEW BOARD
361 Main Street
Farmingdale, New York

March 26, 2024
7:00 p.m.

RE: 103 Fulton Street
337 Main Street
331 Main Street

ACCURATE COURT REPORTING SERVICE, INC.
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1 PLANNING BOARD AND ARB - 3/26/24

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3 A P P E A R A N C E S :

4 CRAIG ROSASCO, Chairman

5 EVA PEARSON, Member

6 JOSEPH STAUDT, Member

7 BERNARD HOTHERSALL, Member

8 CARMELA SCHOTT, Member (Non-Voting)

9 A L S O P R E S E N T :

10 BRYAN SCHWARTZ, Fast Signs,
For 103 Fulton Street

11 EDDIE FATSCHER, Salon Culture Suites,
12 For 337 Main Street

13 KRISTIE FATSCHER, Salon Culture Suites,
For 337 Main Street

14 JASMINE FINE, Salon Culture Suites,
15 For 337 Main Street

16 ALEXANDER TULLEY, Gino's,
For 331 Main Street.

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1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: Good evening,
3 everybody.

4 My name is Craig Rosasco. I'm
5 the Chairman of the ARB and Planning
6 Board here in the Village.

7 We've got three items on the agenda
8 tonight. We're just going to briefly do
9 the Pledge of Allegiance, and then we'll
10 get into the three items.

11 When I call up your application,
12 just step up, state your name and address
13 for the record so that everything can be
14 recorded, and then we shall go from there,
15 okay?

16 Joe, take it away.

17 (WHEREUPON, the assemblage
18 recited the Pledge of Allegiance, after
19 which the following transpired:)

20 CHAIRMAN ROSASCO: Before you
21 sit, just take a second and a moment of
22 silence in honor of our first
23 responders, our military that provides
24 us with our freedom, and for Police
25 Officer Jonathan Diller who passed away

1 PLANNING BOARD AND ARB - 3/26/24
2 just yesterday. And we recognize his
3 efforts of a Herculean nature in his
4 three years with the NYPD. We recognize
5 his loss.

6 (WHEREUPON, a moment of silence
7 was observed by the assemblage, after
8 which the following transpired:)

9 CHAIRMAN ROSASCO: Thank you.

10 So the first item on the agenda
11 tonight is 103 Fulton Street, which is
12 Domino's.

13 Come on up, state your name and
14 address for the record, and let's talk.
15 We have some concerns about this
16 application.

17 MR. SCHWARTZ: Bryan Schwartz, 46
18 Kean Street, West Babylon, 11704.

19 CHAIRMAN ROSASCO: Great. What
20 was the name?

21 MR. SCHWARTZ: It's Bryan
22 Schwartz, The Sign Guru, d/b/a Fast
23 Signs.

24 CHAIRMAN ROSASCO: Hey, Bryan,
25 how are you?

1 PLANNING BOARD AND ARB - 3/26/24

2 What is your relationship to the
3 applicant?

4 MR. SCHWARTZ: I'm the sign guy.

5 CHAIRMAN ROSASCO: You might be
6 the softest spoken man I've ever met in
7 my entire life. This young lady is
8 never going to hear you to record.

9 MR. SCHWARTZ: I'm the sign
10 maker.

11 CHAIRMAN ROSASCO: You're the
12 sign maker. Okay.

13 MS. PEARSON: So not the
14 proprietor.

15 MR. SCHWARTZ: I am not the
16 proprietor.

17 CHAIRMAN ROSASCO: Just out of
18 curiosity, who contracts you?

19 Is it corporate or is it the
20 individual?

21 MR. SCHWARTZ: It's the
22 individual. But in this case, it was
23 the landlord.

24 MS. PEARSON: Interesting.

25 MR. SCHWARTZ: So the landlord --

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: The plot
3 thickens.

4 MR. SCHWARTZ: (Continuing) -- he
5 plans on doing the whole shopping
6 center.

7 CHAIRMAN ROSASCO: We know that.
8 We've told him as to what's permissible.

9 MR. SCHWARTZ: Right. We all
10 want channel letters. The clients all
11 want channel letters. Domino's wants
12 channel letters. All the franchises in
13 there want channel letters. I
14 understand that the Village does not
15 want channel letters, which I get.

16 MR. STAUDT: Correct.

17 MR. SCHWARTZ: I mean, they are,
18 literally, one house from being out of
19 the Village. I know, unfortunately,
20 that's not the case, but --

21 MR. STAUDT: That's the entrance
22 to the Village.

23 MR. SCHWARTZ: I got a voicemail
24 from the Village, and I heard the girl
25 on the phone go, is he in the Village?

1 PLANNING BOARD AND ARB - 3/26/24

2 So, I was, like -- so, anyway, this
3 probably would have been finished by now
4 if it was channel letters. They take me
5 no time at all and would have been up,
6 done, great.

7 So I am, kind of, petitioning.
8 Everyone wants it. But, in the meantime,
9 I came up with this (indicating).

10 MR. STAUDT: So that's how the
11 sign is illuminated?

12 MR. SCHWARTZ: Right. I know the
13 shop drawing is a little difficult to --
14 but it falls within everything you guys
15 are looking for but --

16 CHAIRMAN ROSASCO: The front
17 acrylics are not lit.

18 MR. STAUDT: That was the
19 question.

20 CHAIRMAN ROSASCO: It's a backlit
21 channel letter.

22 MR. SCHWARTZ: Right. It's truly
23 what you guys are looking for.
24 Unfortunately, it's super expensive and
25 takes a long time to make.

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. STAUDT: Well, luckily you
3 already put it up.

4 MR. SCHWARTZ: This one, yeah,
5 but only after I submitted everything
6 and made sure everything was copacetic.
7 I waited until you guys cashed my check.

8 CHAIRMAN ROSASCO: Are there
9 controls on the amount of backlighting
10 that goes on there because, technically,
11 the Code says to use the least light
12 possible to illuminate. That thing is
13 like --

14 MR. SCHWARTZ: There's only one
15 row of LEDs in each letter. It's just
16 the technology keeps changing.

17 CHAIRMAN ROSASCO: I get it. But
18 are those LEDs subject to different
19 levels of kelvin scales?

20 MR. SCHWARTZ: Not really. I
21 mean, I diffused this with a white
22 backer too, so I can't really get it
23 much more dim than that unless there's a
24 way to underpower it. But then we're
25 going to be changing --

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: Okay. So
3 here's the next question, is everybody
4 along that strip of stores willing to do
5 something?

6 Because it's got to all match.

7 MR. SCHWARTZ: Right.

8 CHAIRMAN ROSASCO: You're setting
9 the tone for the entire shopping center.

10 MR. SCHWARTZ: Right. Exactly.

11 CHAIRMAN ROSASCO: And when you
12 say expensive, everybody there is
13 probably --

14 MR. SCHWARTZ: Right. They're
15 all crying over it. The channel letters
16 I can tone down. Like, I can use a
17 vinyl that would, actually, tone down
18 the bases.

19 And I think if everyone had
20 matching channel letters, it wouldn't look
21 so obnoxious. It would look really
22 uniform.

23 I do plan on going there. I have
24 to go there and really measure every
25 single thing to make sure everything, kind

1 PLANNING BOARD AND ARB - 3/26/24
2 of, matches. Unfortunately, his shopping
3 center isn't, like, all in a line. You've
4 got things that are here, here, here,
5 here, here (demonstrating). The other
6 tough thing is the way the electric is. I
7 can't even do -- you know how, like, you
8 can pin mount them?

9 I can't do that because there's no
10 electrical access behind the building.

11 CHAIRMAN ROSASCO: Behind the
12 facade.

13 MR. SCHWARTZ: Right. Behind the
14 facade.

15 So that's why I came up with this
16 (indicating) in the first place, but it's
17 a nightmare. The channel letters would
18 be, honestly, the way to go. Like, I
19 could do them as elegant as humanly
20 possible. I know the town --

21 CHAIRMAN ROSASCO: Are you
22 referring to front-lit channels, or are
23 you referring to -- did you see the side
24 of Palmer's?

25 MR. SCHWARTZ: Yeah.

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: Are they
3 opposed to doing something like that?

4 MR. SCHWARTZ: This, basically,
5 is that.

6 CHAIRMAN ROSASCO: This is the
7 blown up Times Square version.

8 MR. SCHWARTZ: The only
9 difference between this and that is
10 that's just a lot older. So those LEDs
11 are, kind of, dying out by now.

12 MS. PEARSON: Can we see the
13 picture again?

14 MR. SCHWARTZ: Sure (handing).

15 MS. PEARSON: I'm also wondering,
16 Craig, it looks like this is in a
17 warehouse -- this picture that you're
18 showing us. So when that's outside --

19 MR. STAUDT: Especially from
20 Hempstead Turnpike. I think it will be
21 okay.

22 MS. PEARSON: That's what I'm
23 thinking.

24 MR. STAUDT: I'm just glad that
25 it's the backlit version.

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: They brought
3 themselves within the Code.

4 MS. PEARSON: Now he's here
5 trying to convince us that we should
6 make his life easier.

7 MR. STAUDT: He's convincing us
8 not to go with that.

9 CHAIRMAN ROSASCO: If he's
10 convincing us, he should have brought a
11 hot honey pepperoni pie.

12 MR. SCHWARTZ: I would have if
13 that was the case, but to be honest --

14 MS. PEARSON: We don't take
15 bribes.

16 MR. SCHWARTZ: I miss the good
17 old days.

18 CHAIRMAN ROSASCO: What's the
19 size? This is up already? Do you have
20 pictures of this?

21 MR. SCHWARTZ: Yeah (handing).
22 So they're only about 12-feet long max,
23 24-inches tall.

24 CHAIRMAN ROSASCO: Is that their
25 corporate logo what you did?

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. SCHWARTZ: Yeah. That's the
3 newest corporate logo.

4 CHAIRMAN ROSASCO: So we can
5 remove the sign underneath -- that's a
6 temp sign, right?

7 MR. SCHWARTZ: Right. That's
8 just a banner.

9 So we also have two other
10 franchises in that shopping center, and
11 that's where the other resistance comes
12 from.

13 MS. PEARSON: The dollar store?

14 MR. SCHWARTZ: Dollar Tree and
15 one other franchise, but I forget what
16 it is.

17 MS. SCHOTT: Scoops?

18 MS. PEARSON: No. Scoops is
19 not --

20 MR. STAUDT: You can let him know
21 there's no scenario where we're going to
22 approve a front channel.

23 MR. SCHWARTZ: Okay.

24 MS. PEARSON: Maybe the smoke
25 shop? Is that a chain?

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. SCHWARTZ: No. There's
3 another franchise. I can't remember
4 what it is right now. I have it all.

5 CHAIRMAN ROSASCO: All right. So
6 we'll give you the colors outside of the
7 Code.

8 Do you have any type of metallic
9 on this sign anywhere?

10 MR. SCHWARTZ: No.

11 CHAIRMAN ROSASCO: No?

12 MR. SCHWARTZ: Do you want
13 metallic?

14 CHAIRMAN ROSASCO: Technically,
15 it says metallic addition. Signs must
16 include gold, silver, or bronze metallic
17 leafing.

18 MR. SCHWARTZ: But this is the
19 corporate logo.

20 CHAIRMAN ROSASCO: Yeah, I get
21 it. It's already up, that's the
22 problem.

23 MS. PEARSON: Subway.

24 MR. SCHWARTZ: Subway. Yeah.

25 That's the other one. You have a Dollar

1 PLANNING BOARD AND ARB - 3/26/24
2 Tree and a Subway.

3 MS. PEARSON: Dollar Tree and a
4 Subway are the two franchises?

5 MR. SCHWARTZ: Right.

6 CHAIRMAN ROSASCO: Have you
7 spoken to the landlord, does he know
8 that you're now setting the tone for all
9 the vendors in there?

10 MR. SCHWARTZ: Right. Yeah, of
11 course.

12 CHAIRMAN ROSASCO: And he's okay
13 with that?

14 Because anybody else that comes up
15 that doesn't match this, they're going to
16 get rejected.

17 MR. SCHWARTZ: Right. Yeah, no,
18 everything's going to match.

19 CHAIRMAN ROSASCO: But do you
20 have the contract to do the entire
21 shopping center?

22 MR. SCHWARTZ: (Nods in
23 affirmative).

24 Everything is going to match.

25 CHAIRMAN ROSASCO: Okay.

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. STAUDT: I give you a lot of
3 credit for matching the back panel to
4 the paint color.

5 MR. SCHWARTZ: I had asked him
6 for the actual paint color. I went to
7 Aboff's, I bought the actual paint and
8 painted it.

9 MR. STAUDT: When I was up
10 looking at it today, you couldn't even
11 tell until you got real close that that
12 panel was even there.

13 CHAIRMAN ROSASCO: Let me see
14 your phone again.

15 MR. SCHWARTZ: Sure (handing).

16 MS. SCHOTT: And each store --
17 each business will have to come before
18 the Board for approval before the sign
19 goes up?

20 MR. STAUDT: Yes.

21 MR. SCHWARTZ: To be honest, I'm
22 trying to get a bigger financial
23 commitment from the landlord.

24 CHAIRMAN ROSASCO: What's that
25 sign cost?

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. SCHWARTZ: Honestly, I didn't
3 charge a lot for it -- probably around
4 four grand per location. But, honestly,
5 this thing is, like, a \$7,000 sign.

6 CHAIRMAN ROSASCO: It's a nice
7 sign.

8 MR. SCHWARTZ: Also that's why
9 I'm lobbying for front-lit channel
10 letters.

11 CHAIRMAN ROSASCO: The only thing
12 you're lacking in the Code is the
13 metallic.

14 MR. SCHWARTZ: Is there a way --
15 maybe there's a way I could paint the
16 edges or something?

17 CHAIRMAN ROSASCO: If you did --
18 or at least paint the dot in "i."

19 Did you look at CVS?
20 They have a very faint silver trim

21 Around the edge. No one even
22 notices, but it's there.

23 MR. SCHWARTZ: Right. Okay. I
24 didn't even see that.

25 CHAIRMAN ROSASCO: All right.

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. SCHWARTZ: As I said, I came
3 here expecting -- okay, this is easy.

4 But now can we lobby for the
5 channels?

6 MR. STAUDT: I'm a no on the
7 channels.

8 MS. PEARSON: You've done such a
9 great job. We would love to see more of
10 it. And make sure you charge them your
11 worth.

12 MR. SCHWARTZ: He's tough.

13 MS. PEARSON: So are you. He's
14 tough, but you're the one who's here.

15 CHAIRMAN ROSASCO: Are you okay
16 with this (indicating)?

17 MS. PEARSON: A hundred percent.
18 He's within Code other than the
19 metallic.

20 CHAIRMAN ROSASCO: All right.
21 I'm going to make a motion to approve
22 the application of 103 Fulton Street as
23 presented.

24 It should be noted that the
25 Domino's sign is a backlit sign. There

1 PLANNING BOARD AND ARB - 3/26/24
2 are no lights within the blue letters nor
3 the lighting within the "Domino's"
4 contained to the western side of the sign.

5 And the applicant is going to see
6 if he can meet the metallic requirement by
7 adding some trim around the dotted "i" in
8 Domino's to meet the requirements under
9 Section 462.

10 That being said, do I have a
11 second?

12 MR. STAUDT: I'll second that.

13 CHAIRMAN ROSASCO: All those in
14 favor?

15 (WHEREUPON, there was a
16 unanimous, affirmative vote of the Board
17 members present. Motion passed 4-0.)

18 * * * *

19 CHAIRMAN ROSASCO: Okay. 337
20 Main Street. Name and address for the
21 record.

22 MS. FATSCHER: Kristie Fatscher.

23 MS. FINE: Jasmine Fine.

24 MR. FATSCHER: Eddie Fatscher,
25 337 Main.

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: Welcome back.

3 MS. FATSCHER: Thanks.

4 CHAIRMAN ROSASCO: Tell us what's
5 going on.

6 MS. FATSCHER: We're happy to be
7 here.

8 CHAIRMAN ROSASCO: The brick
9 facade looks great.

10 MR. FATSCHER: We're making
11 progress.

12 MR. STAUDT: The lighting looks
13 nice on the front.

14 MR. FATSCHER: Wait until you see
15 the sign.

16 MS. PEARSON: Can't wait.

17 MR. FATSCHER: The last time we
18 were here, I, kind of, misspoke a little
19 bit saying that the projection of the
20 sign was going to be in silver reveal.

21 CHAIRMAN ROSASCO: Right.

22 MR. FATSCHER: So what I didn't
23 understand is when they individually
24 build these letters, they put it in this
25 thing that's like paint -- it's

1 PLANNING BOARD AND ARB - 3/26/24
2 different than paint, but it's paint --
3 so to have the sides taped off and
4 redone is a huge expense.

5 So we just wanted to verbalize our
6 concern with that. But we remember you
7 saying that, perhaps, maybe enhancing that
8 circle would be enough. But we wanted to
9 verify that before we just went ahead and
10 did it.

11 MS. FATSCHER: We need you to
12 approve that again, right?

13 CHAIRMAN ROSASCO: I don't have
14 an issue with that.

15 Does anybody have an issue with
16 that?

17 MR. STAUDT: No.

18 MS. PEARSON: No.

19 CHAIRMAN ROSASCO: That was an
20 alternative that we offered to you if it
21 was cost prohibitive to do everything.
22 I wasn't sure.

23 MS. FATSCHER: Yeah, we would
24 have.

25 MR. FATSCHER: We would have. We

1 PLANNING BOARD AND ARB - 3/26/24
2 just didn't want it to be a surprise
3 when you looked at it and said, well,
4 this is what we agreed on, and now I
5 just see a little dot. I just want to
6 make sure we're all clear.

7 MS. FATSCHER: So the dot on the
8 "i" has to be silver?

9 MS. PEARSON: It doesn't have to
10 be silver. I mean -- and Craig can,
11 probably, quote the Code exactly -- but
12 the Code states that some part of the
13 sign has to be metallic; is that
14 correct?

15 CHAIRMAN ROSASCO: It says gold,
16 silver, or bronze. So you have the
17 three choices.

18 MR. FATSCHER: Okay.

19 MS. FATSCHER: So just make that
20 "i" some kind of gold, silver, or bronze
21 metallic.

22 MR. FATSCHER: The dot between
23 beauty and wellness.

24 MS. FATSCHER: That's it.

25 MS. PEARSON: That's what we

1 PLANNING BOARD AND ARB - 3/26/24
2 discussed last time if I recall
3 correctly.

4 MR. FATSCHER: I just wanted to
5 be perfectly clear.

6 CHAIRMAN ROSASCO: Yeah. You can
7 do that.

8 MR. STAUDT: That's the sign,
9 right (indicating)?

10 MR. FATSCHER: Yes.

11 MS. PEARSON: Could you bring
12 that closer, so we can enjoy the fruits
13 of your labor?

14 (WHEREUPON, a photograph was
15 handed from Ms. Fatscher to Chairman
16 Rosasco.)

17 CHAIRMAN ROSASCO: I don't have a
18 problem with that.

19 MS. FATSCHER: Okay. Good.
20 Thank you for that.

21 MR. STAUDT: After all we just
22 went through with Domino's --

23 MS. PEARSON: This is your only
24 location, correct?

25 MS. FATSCHER: Yes.

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. STAUDT: This is backlit,
3 correct?

4 MS. FATSCHER: Yes.

5 CHAIRMAN ROSASCO: What color is
6 the metal on the pin mount?

7 MS. FATSCHER: Black. Black
8 glossy. It's really pretty.

9 CHAIRMAN ROSASCO: Okay. Cool.

10 MS. FINE: Like Prada.

11 CHAIRMAN ROSASCO: I got you
12 Kristie.

13 MR. STAUDT: Are you doing
14 identical, just different size on the
15 front and back, or is this just front
16 we're talking about?

17 MR. FATSCHER: It's front and
18 back.

19 MS. FATSCHER: The back is just
20 as important. It's not on our agenda,
21 but we wanted to ask you something else
22 while we're here. So now that we put
23 windows in along the side -- and those
24 are individual units -- there are two
25 lights on this building that shine

1 PLANNING BOARD AND ARB - 3/26/24

2 directly in. Bad.

3 CHAIRMAN ROSASCO: At night?

4 MR. FATSCHER: Yeah.

5 MS. FATSCHER: At night. So we
6 found a thing like a hood you would,
7 actually, put on them so that they down
8 (demonstrating). I don't know if they
9 can do that because it's very
10 obstructive in the room because they're,
11 like, floodlights.

12 CHAIRMAN ROSASCO: I'll talk to
13 them because, technically, all lighting
14 in the Village is supposed to be
15 shielded.

16 MS. FATSCHER: It's not shielded.

17 MR. FATSCHER: It's not shielded.

18 MR. STAUDT: That's on Village
19 Hall.

20 MR. FATSCHER: So on our
21 building, we have all wall washer
22 sconces throughout --

23 MS. FATSCHER: We put beautiful
24 lighting.

25 MR. FATSCHER: (Continuing) -- so

1 PLANNING BOARD AND ARB - 3/26/24
2 we are illuminating our side and just
3 keeping it against the building and not,
4 like, projecting it to the neighbor.

5 CHAIRMAN ROSASCO: I want to keep
6 you guys happy.

7 MS. FATSCHER: That would be
8 nice, right?

9 MR. FATSCHER: Thank you.

10 MS. FATSCHER: And that was it?

11 MR. FATSCHER: Yeah.

12 CHAIRMAN ROSASCO: You guys came
13 back this time just to confirm that the
14 silver "i" was okay?

15 MR. FATSCHER: Yeah. We didn't
16 want to surprise you when you looked at
17 this. And you're our neighbor.

18 CHAIRMAN ROSASCO: I'm happy to
19 fix the shield. I'll get those fixed
20 for you.

21 MS. FATSCHER: I tried to call
22 you.

23 CHAIRMAN ROSASCO: Me?

24 MS. FATSCHER: I did. I left you
25 a voice mail. And they said, try, he's

1 PLANNING BOARD AND ARB - 3/26/24
2 very hard to get.

3 You're a teacher, you're a
4 principal?

5 CHAIRMAN ROSASCO: Yeah.

6 MS. ROSASCO: I did my homework,
7 but they couldn't get in touch with you.

8 CHAIRMAN ROSASCO: I think you
9 had the wrong number. I'm a managing
10 partner in a law firm.

11 MS. PEARSON: I was going to say
12 he's not a principal. I don't know who
13 you called.

14 MS. FINE: Oh my God, that's so
15 funny.

16 MS. FATSCHER: They said that you
17 have your day job and, you know, it's
18 very hard, and, you know, they said they
19 were emailing you, and they emailed you.
20 I said I just have a simple question.

21 MS. PEARSON: Do you know the
22 name of the person you were trying to
23 reach?

24 MS. FATSCHER: I guess on the
25 Board -- him (indicating).

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: You sent it to
3 Mike Smith?

4 MS. FATSCHER: Yeah. Yeah.

5 MR. FATSCHER: No.

6 MS. FATSCHER: I didn't. She
7 did. She sent it.

8 MS. PEARSON: What is the name of
9 the person you were trying to reach?

10 MS. FATSCHER: Oh, what was it --
11 it was his name.

12 MS. PEARSON: How do you know
13 that?

14 MS. FATSCHER: Because I told
15 them I already came to the Board. And
16 they said, did you meet with the Board,
17 and I said, yes and who was there. And
18 she said, was this gentleman's name
19 Craig, and I said -- she said I can't
20 give his information out, but I will
21 email him and give him your cell phone
22 number and call you. I said, do I
23 really need to show back up?

24 MS. PEARSON: Is there a Craig on
25 the Planning Board or something?

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: I'm sorry. I
3 didn't get any messages.

4 MS. FATSCHER: I don't know. So
5 whoever -- she knew. But she was going
6 to try. We thought, maybe, we wouldn't
7 have to show up.

8 CHAIRMAN ROSASCO: Sorry.

9 MS. FATSCHER: But it's nice to
10 see you again.

11 CHAIRMAN ROSASCO: Let me just
12 make a quick motion.

13 MS. FATSCHER: Oh, yes.

14 CHAIRMAN ROSASCO: So the
15 applicant today, in regards to 337 Main
16 Street, they come in with just,
17 technically, one issue.

18 They're looking to meet the
19 metallic requirements, and they've agreed
20 that one of the two circles -- either the
21 "i" in "suites" or the dot that separates
22 beauty and wellness -- will be some type
23 of metallic. Whether it be silver, gold,
24 or bronze, we're going to leave it to
25 their option.

1 PLANNING BOARD AND ARB - 3/26/24

2 Do we have a second on that motion?

3 MS. PEARSON: I'll second.

4 CHAIRMAN ROSASCO: All those in
5 favor?

6 (WHEREUPON, there was a
7 unanimous, affirmative vote of the Board
8 members present. Motion passed 4-0.)

9 * * * *

10 CHAIRMAN ROSASCO: You're our
11 last application -- 331 Main Street.
12 Step up, state your name and address for
13 the record.

14 MR. TULLEY: Alexander Tulley,
15 331 Main Street, Farmingdale.

16 CHAIRMAN ROSASCO: Welcome, Alex.

17 MR. TULLEY: Thank you. Pleasure
18 to be here.

19 CHAIRMAN ROSASCO: Welcome to the
20 Village.

21 MR. TULLEY: Thank you.

22 CHAIRMAN ROSASCO: Tell me what's
23 going on.

24 This is your third store or fourth?

25 MR. TULLEY: This is our fifth

1 PLANNING BOARD AND ARB - 3/26/24

2 Gino's, sixth restaurant.

3 CHAIRMAN ROSASCO: Great.

4 MR. TULLEY: We own a Mexican
5 restaurant as well.

6 MS. PEARSON: What is your
7 relationship with the applicant?

8 Are you an owner?

9 MR. TULLEY: I'm the owner.

10 MS. PEARSON: Oh, okay.

11 CHAIRMAN ROSASCO: Cool. So I
12 guess things are progressing well if
13 you've come into the Village.

14 MR. TULLEY: Yeah.

15 CHAIRMAN ROSASCO: Good for you.

16 MR. TULLEY: We really wanted to
17 be in this Village, actually, so we've
18 been looking at it for a little while.
19 As soon as this spot opened up, we
20 jumped on it.

21 CHAIRMAN ROSASCO: All right. So
22 we've got relatively new construction,
23 which we just went through the whole
24 planning system, and now we've got you
25 looking to change things up.

1 PLANNING BOARD AND ARB - 3/26/24

2 So tell me what you're looking to
3 do with your application and your
4 presentation. It'll spark some Texas
5 wildfires temporarily, and we'll contain
6 them for you.

7 MR. TULLEY: We are just looking
8 to put Gino's signs up. We have the
9 Dalers sign that's going to be changed
10 to Gino's.

11 We have the sign company that -- a
12 lot of people wanted us to try to keep the
13 Dalers sign up. Unfortunately, our brand
14 is Gino's, so it's hard to, kind of, make
15 everybody happy when it comes to that.

16 We have the sign company that's
17 going to take the Dalers letters down, put
18 it on a panel, and we're going to donate
19 it to the school. Somebody has already
20 contacted me about it.

21 MS. PEARSON: Somebody in the
22 school district?

23 MR. TULLEY: Yeah.

24 MS. PEARSON: Okay.

25 CHAIRMAN ROSASCO: Nice job.

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. TULLEY: So we wanted to
3 figure out something that we could do.
4 We just don't want to throw it out.

5 CHAIRMAN ROSASCO: Okay.

6 MR. TULLEY: And as far as we're
7 putting up two smaller signs up -- one
8 along here (indicating) -- so we're a
9 bit more noticeable for people driving.

10 CHAIRMAN ROSASCO: Northbound
11 traffic. I get it.

12 MR. TULLEY: And then one in the
13 rear, so people can see us as well.

14 CHAIRMAN ROSASCO: Okay.

15 MR. TULLEY: But those are just,
16 kind of, smaller. Like the boxes.

17 CHAIRMAN ROSASCO: Right. So the
18 first issue I saw with the application
19 was that the back sign is what's called
20 a box sign, which we don't allow.

21 MR. TULLEY: You don't.

22 CHAIRMAN ROSASCO: We don't allow
23 anything with four boxes and then a
24 front and a back.

25 MR. TULLEY: Okay.

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: That's clear
3 in the Code.

4 So how do we get around that?
5 Usually, what we do is -- is there a sign
6 back there already?

7 MR. STAUDT: No. I don't think
8 so.

9 MR. TULLEY: You're talking about
10 the rear?

11 CHAIRMAN ROSASCO: Yeah. Do you
12 have any rear signage?

13 MR. TULLEY: No. No. There's
14 nothing.

15 MS. PEARSON: No. The pictures
16 show nothing.

17 MR. STAUDT: It's just an awning
18 right now.

19 The awning would stay?

20 MR. TULLEY: The awning will
21 stay. Yes.

22 CHAIRMAN ROSASCO: The awning
23 looks nice. That's no problem.

24 MS. PEARSON: Are you keeping the
25 mural that's painted back there as well?

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. TULLEY: Yes. Of course.

3 We're not touching anything there.

4 CHAIRMAN ROSASCO: All right. So
5 I think, probably, whatever you look to
6 do, you want the two signs to match --
7 the front and the back -- right, just
8 different sizes?

9 MR. TULLEY: To be honest, it's
10 more about just being noticed from the
11 parking lot. I'm willing to change
12 anything that you guys want.

13 CHAIRMAN ROSASCO: So let's talk
14 with the corner sign. We made a special
15 exception for Dalers Pizza to allow the
16 neon because we thought it would pop for
17 anybody coming down southbound on Main
18 Street.

19 MR. STAUDT: Sort of in similar
20 style to Croxley's.

21 CHAIRMAN ROSASCO: Right.
22 Similar to that.

23 Are you interested in making that a
24 neon?

25 I would give you that exception

1 PLANNING BOARD AND ARB - 3/26/24
2 because the lighting that you currently
3 have is called front channel, and that's
4 also not permitted.

5 MR. TULLEY: Okay.

6 CHAIRMAN ROSASCO: So if you
7 wanted to do something keeping the
8 consistency of what we already did, we
9 already had that neon, if you want to do
10 neon there.

11 MR. TULLEY: To be honest, the
12 sign company had said that the sign that
13 we currently have isn't to Code.

14 CHAIRMAN ROSASCO: It's not.

15 MR. STAUDT: It's not.

16 MR. TULLEY: So he constructed an
17 alternative plan because we originally
18 would have loved the open-faced neons.

19 MR. STAUDT: Let's do it.

20 MR. TULLEY: That would have been
21 absolutely beautiful, but we didn't want
22 to do anything not in the Code. I was
23 under the impression that everything in
24 the plans was to Code.

25 CHAIRMAN ROSASCO: We allow

1 PLANNING BOARD AND ARB - 3/26/24
2 channel lighting. That's not a problem.
3 But we don't allow front lit, meaning
4 that, if you have a piece of Plexiglas
5 with lights behind it, it shoots through
6 the front panel. We allow channel
7 lighting backlit. I wish we had the
8 Domino's picture.

9 MR. STAUDT: Think of CVS, how
10 the letters are there. But it's,
11 basically, silhouetted by the
12 backlighting.

13 MR. TULLEY: Yeah.

14 MR. STAUDT: That's permitted.
15 But you can't have the letters
16 illuminated translucently from lighting
17 behind.

18 MR. TULLEY: Okay.

19 MR. STAUDT: Essentially, you
20 know, what it is, is it's, basically, a
21 small box sign in the shape of a letter.
22 And we just don't allow that.

23 MR. TULLEY: Okay.

24 MS. PEARSON: Can we go back a
25 moment to the neon signs?

1 PLANNING BOARD AND ARB - 3/26/24

2 If I'm understanding correctly,
3 when you approached the person who created
4 the sign plan for you, it was your
5 understanding that neon signs were not
6 within the Code so, therefore, you could
7 not change the Dalers neon to Gino's neon.

8 Is that correct, or would you be
9 willing to do that?

10 MR. TULLEY: Yeah.

11 MS. PEARSON: Because you're
12 correct in that an exception was made in
13 that case. But if that's what you are
14 ultimately desiring, if that is the
15 direction that you wanted to go in and
16 you didn't because of the Code, I mean,
17 I think that this Planning Board would
18 rather have Gino's in neon than have it
19 changed into something else.

20 MR. TULLEY: It's exactly why we
21 did something different. We wanted to
22 do the open-faced neons exactly how it
23 was but --

24 MS. PEARSON: I understand.

25 MR. STAUDT: It's just such a

1 PLANNING BOARD AND ARB - 3/26/24
2 beautiful -- I mean, everyone, like you
3 said, everyone is sad to see the Dalers
4 sign go just because of the connection
5 to Farmingdale. So if we stay as close
6 to that as possible, even though,
7 obviously, it would become Gino's, but
8 we keep the style of that sign nearly
9 identical.

10 MR. TULLEY: We would love to.
11 That was our original plan.

12 MR. STAUDT: Again, it makes that
13 corner pop, and I think it's good for
14 you, it's beautiful for Main Street.

15 If you're willing to do that and
16 keep the style of that sign, then that
17 knocks out that sign for me in terms of
18 the corner sign above the front door.

19 CHAIRMAN ROSASCO: Mm-hmm.

20 MS. PEARSON: I would tend to
21 agree with that. And I think also, just
22 as you know, I'm sure, part of the
23 reason that you wanted to come to
24 Farmingdale, we've gotten best downtown
25 multiple years. And I think as far as

1 PLANNING BOARD AND ARB - 3/26/24
2 the nightlife in Farmingdale goes,
3 having that neon sign there is part of
4 the attraction.

5 MR. TULLEY: Yeah.

6 MS. PEARSON: So if we can retain
7 that -- except with Gino's instead of
8 Dalers -- I think that would be very
9 well received.

10 MR. TULLEY: Even though it's a
11 little bit more expensive, we wanted to
12 do that. I think they, actually, made a
13 rendering of that originally.

14 MS. PEARSON: I don't think we
15 got that.

16 MR. TULLEY: Oh, no. We didn't
17 submit that. We weren't going to go
18 with that because --

19 MS. PEARSON: Got it.

20 MR. TULLEY: I can see if I have
21 it.

22 (WHEREUPON, there was a sidebar
23 discussion held between Chairman
24 Rosasco, Mr. Hothersall, and Mr.
25 Staudt.)

1 PLANNING BOARD AND ARB - 3/26/24

2 CHAIRMAN ROSASCO: I think the
3 corner in neon is great. And that
4 benefits him, and it keeps the
5 consistency, so people don't yell
6 and holler on Facebook.

7 MS. PEARSON: Well, that's still
8 going to happen, I suspect, but it may
9 quell some.

10 MR. STAUDT: It is a beautiful
11 sign.

12 CHAIRMAN ROSASCO: All right. So
13 what do we want to do for this gentleman
14 in regards to signage because his
15 signage still has front lit. The back
16 is a box sign.

17 They should probably make that a K
18 macel and then --

19 MR. STAUDT: How does he light
20 it?

21 CHAIRMAN ROSASCO: He's got
22 goosenecks underneath where he wants to
23 go.

24 So right now your lighting is
25 lighting the awning, correct?

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. TULLEY: Yes.

3 MR. STAUDT: Right. Because if
4 you didn't have the goosenecks there
5 already, it would be easy to just tell
6 you to put goosenecks above the new
7 sign.

8 CHAIRMAN ROSASCO: I don't think
9 we're going to want him to have double
10 goosenecks.

11 MR. STAUDT: No. That's not what
12 I'm saying. That would look weird.

13 CHAIRMAN ROSASCO: So probably
14 what I would do is, I would probably do
15 a spotlight. Let him do a spotlight off
16 of the top of it.

17 MR. STAUDT: How would -- what
18 would that extend on an arm though,
19 like, how would that --

20 CHAIRMAN ROSASCO: No. You would
21 just have to do a tight K macel to the
22 wall, and he could --

23 MS. PEARSON: Do you feel
24 committed to this sign that you want to
25 put in the front (indicating)? Is this

1 PLANNING BOARD AND ARB - 3/26/24
2 the only sign option you're willing to
3 consider?

4 MR. TULLEY: I mean as far as --

5 MS. PEARSON: Because if we go
6 with the neon for the corner sign,
7 right, replace the Dalers with the
8 Gino's, what I'm wondering is, what if
9 you did a blade sign in the front.
10 Because you can then see that from both
11 directions. I don't know how they feel
12 about that.

13 (WHEREUPON, there was a sidebar
14 discussion held between Chairman Rosasco
15 and Mr. Staudt.)

16 MS. PEARSON: I'm just trying to
17 find a solution because what we're
18 discussing now is that your sign --
19 technically, a lot of the signs they
20 have the goosenecks that light the sign.
21 The way that building is structured,
22 obviously, the goosenecks are
23 underneath. So how do we light this
24 sign in a way that is up to Code but
25 doesn't also look awkward with your

1 PLANNING BOARD AND ARB - 3/26/24

2 existing goosenecks.

3 So what about a blade sign in the
4 front instead of this (indicating). So he
5 has the neon here (indicating), and then
6 he does a blade sign out so that we don't
7 have to worry about a Main Street sign.
8 And that sign is visible from traffic in
9 both directions, north and south.

10 CHAIRMAN ROSASCO: I'd leave that
11 up to him. I mean, he's minimizing the
12 exposure then.

13 MR. TULLEY: I mean, I definitely
14 want it to be a noticeable sign.

15 MS. PEARSON: We're just
16 brainstorming.

17 MR. TULLEY: Of course.

18 MR. STAUDT: What if you had this
19 style and shape of sign (indicating)?

20 CHAIRMAN ROSASCO: Go with that.
21 Tell him that idea. I like that idea.

22 MR. STAUDT: Instead of the
23 letters being front, like, channel lit
24 like you had proposed where these would
25 be red illuminated letters (indicating),

1 PLANNING BOARD AND ARB - 3/26/24
2 these are, essentially, like the
3 Domino's sign and the Salon Culture sign
4 that just came. Then it will match the
5 Salon Culture sign too.

6 MS. PEARSON: That's a good
7 point.

8 MR. STAUDT: It's just backlit.
9 So Gino's would be spelled out in
10 silhouette at night, but during the day,
11 the sign would be red. And you'd still
12 have this whole border (indicating), but
13 instead of it being front lit, it's
14 backlit.

15 MR. TULLEY: Okay. So I'll tell
16 my sign company we're going to change
17 that from front lit to backlit?

18 MR. STAUDT: To backlit. And if
19 they need an example on Main Street that
20 we're talking about, it's the CVS or --

21 CHAIRMAN ROSASCO: And keep it on
22 the white backboard. Keep it on the
23 white K macel backboard.

24 MR. STAUDT: Right.

25 CHAIRMAN ROSASCO: They can trim

1 PLANNING BOARD AND ARB - 3/26/24

2 that out like they --

3 MR. STAUDT: You're just
4 switching the letters from front lit to
5 backlit.

6 MR. TULLEY: Okay. I want to
7 send this so that everything is correct.

8 CHAIRMAN ROSASCO: That's fine.

9 MR. STAUDT: That's the easiest
10 change without having to reinvent it.
11 And it will match the rest because Salon
12 Culture -- two doors down from you -- is
13 doing a similar. So it will --

14 MS. PEARSON: That's the other
15 applicant that was just here that we
16 were saying is the other end of your
17 building.

18 So what he's proposing is,
19 actually, similar, so it will, actually,
20 flow well across the entire building.

21 MR. TULLEY: Okay. Perfect. So
22 I'm going to change this from a front
23 lit to a backlit.

24 CHAIRMAN ROSASCO: Right.

25 MR. STAUDT: Here. I'll show

1 PLANNING BOARD AND ARB - 3/26/24

2 you. So at night, the letters will be
3 lit like that (indicating).

4 MR. TULLEY: Oh, okay.

5 MR. STAUDT: It's just coming out
6 the back instead of the front color
7 being illuminated.

8 MR. TULLEY: Okay. That looks
9 beautiful. I'm fine with that. Yeah.

10 CHAIRMAN ROSASCO: You can still
11 have the red.

12 MS. PEARSON: Metallic?

13 MR. STAUDT: Well, he has the
14 border.

15 CHAIRMAN ROSASCO: I think he has
16 the border trim. Yeah.

17 MR. STAUDT: He's got the gold.

18 CHAIRMAN ROSASCO: And then
19 whatever they do on the front, just do a
20 mini-me version for the back because
21 that back box you can't have.

22 MR. TULLEY: Okay.

23 CHAIRMAN ROSASCO: The front is
24 not a box lit. The front is -- what you
25 have on your application, your front

1 PLANNING BOARD AND ARB - 3/26/24
2 sign is a channel letter front-lit light
3 system. We're now going to change that
4 to a rear-lit channel light -- like he
5 just showed you -- and we're going to
6 get rid of that box sign in the back.
7 You're going to do the same thing in the
8 back.

9 MR. TULLEY: And then match that
10 to the back.

11 CHAIRMAN ROSASCO: Yeah.

12 MR. STAUDT: Just have him scale
13 it down to whatever size you need back
14 there.

15 MR. TULLEY: That same size on
16 those plans is fine, just that version?

17 CHAIRMAN ROSASCO: Yes.

18 MR. TULLEY: Okay. And then I
19 can match what Benny had for this sign
20 (indicating) as Gino's?

21 CHAIRMAN ROSASCO: Yes. In neon.
22 That will pop nice.

23 MR. TULLEY: Yeah, of course. We
24 want it to pop as much as possible.

25 CHAIRMAN ROSASCO: I think,

1 PLANNING BOARD AND ARB - 3/26/24

2 overall, it will look great.

3 MR. STAUDT: Yeah.

4 CHAIRMAN ROSASCO: He'll have the
5 neon in the middle, then he'll have some
6 white K macel to the right with the red
7 pin-mount letters.

8 MR. STAUDT: Right. And at
9 night, it will, kind of, echo what
10 they're doing two doors down at Salon
11 Culture. It works for everyone.

12 MS. PEARSON: That was a good
13 suggestion.

14 MR. TULLEY: And the Gino's is
15 okay to be red?

16 MS. PEARSON: Yeah. Yes. Yes.
17 Did you want a different color?

18 MR. TULLEY: No. No. No. I'm
19 just making sure.

20 CHAIRMAN ROSASCO: So you'll do
21 red neon and then red pin-mount letters
22 in your sign that are backlit, okay?

23 MR. TULLEY: Okay. Perfect.

24 CHAIRMAN ROSASCO: All right.
25 Cool.

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. HOTHERSALL: Are you going to
3 summarize this?

4 CHAIRMAN ROSASCO: What's that?

5 MR. HOTHERSALL: Are you going to
6 be able to say all this --

7 MR. TULLEY: This is a lot of
8 changes.

9 CHAIRMAN ROSASCO: All right. In
10 regards to the application for 331 Main
11 Street, as presented by Alexander
12 Tulley, we did make some modifications
13 to this application.

14 In regards to the former Dalers
15 sign, which we previously had approved in
16 neon, we're going to modify his
17 application. Wherein, he was looking to
18 do a front channel lit lighting, we are
19 now going to allow him to follow in the
20 footsteps of the former Dalers Pizza, and
21 that corner sign will be allowed to be
22 made in red neon.

23 As we move to the south on the
24 front facade, the current application was
25 to do also front channel lit letters in

1 PLANNING BOARD AND ARB - 3/26/24
2 that sign. The applicant has agreed to do
3 red pin-mount letters with a rear
4 illumination.

5 And they are going to use the same
6 sign in the rear -- not a box sign -- just
7 going to scale it down with, once again,
8 red pin-mount letters, which are rear lit.

9 And the applicant will also meet
10 the metallic addition as there is trim on
11 both signs around the edges of the signs.

12 That being said, do I have a
13 second?

14 MR. STAUDT: Can I ask just one
15 question?

16 CHAIRMAN ROSASCO: Of course you
17 can.

18 MR. STAUDT: Sorry. I just want
19 to be clear. The illumination itself --
20 like the actual LED lighting that's
21 going to be behind those -- is going to
22 be white, right?

23 CHAIRMAN ROSASCO: Yes.

24 MR. STAUDT: Right. The lighting
25 itself is white, not red.

1 PLANNING BOARD AND ARB - 3/26/24

2 MR. TULLEY: Yeah.

3 MR. STAUDT: Okay. I just wanted
4 to be clear.

5 MR. TULLEY: The letters will be
6 red.

7 MR. STAUDT: The letters can be
8 red, but the lighting itself
9 illuminating -- like that silhouette I
10 showed you -- white.

11 MR. TULLEY: Yeah. Okay.

12 CHAIRMAN ROSASCO: Absolutely.
13 That being said, with that additional
14 commentary, do we have a second?

15 MR. STAUDT: I'll second.

16 CHAIRMAN ROSASCO: All those in
17 favor?

18 (WHEREUPON, there was a
19 unanimous, affirmative vote of the Board
20 members present. Motion passed 4-0.)

21 * * * *

22 CHAIRMAN ROSASCO: That being
23 said, do we have a motion to adjourn?

24 MR. STAUDT: I'll make a motion
25 to adjourn.

1 PLANNING BOARD AND ARB - 3/26/24
2 CHAIRMAN ROSASCO: Second?
3 MS. PEARSON: Second.
4 CHAIRMAN ROSASCO: All those in
5 favor?
6 (WHEREUPON, there was a
7 unanimous, affirmative vote of the Board
8 members present. Motion passed 4-0.)
9 (WHEREUPON, this meeting was
10 concluded at 7:39 p.m.)

11 * * * *

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PLANNING BOARD AND ARB - 3/26/24

C E R T I F I C A T E

I, TRACIE A. CINQUEMANI, Court Reporter and Notary Public in and for the State of New York, do hereby certify:

THAT the within transcript was prepared by me and is a true and accurate record of this hearing to the best of my ability.

I further certify that I am not related, either by blood or marriage, to any of the parties in this action; and

THAT I am in no way interested in the outcome of this matter.

IN WITNESS WHEREOF, I have hereunto set my hand this 26th day of March, 2024.

Tracie A. Cinquemani

TRACIE A. CINQUEMANI

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12-feet 12:22

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