

In the Matter Of:

VILLAGE OF FARMINGDALE - PLANNING BOARD

VILLAGE OF FARMINGDALE PLANNING BOARD

July 26, 2022



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INCORPORATED VILLAGE OF FARMINGDALE VILLAGE

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PLANNING BOARD FOR THE ARCHITECTURAL REVIEW BOARD

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361 Main Street

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Farmingdale, New York

11

July 26, 2022

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7:00 p.m.

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960 Fulton Street

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332 Fulton Street

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422 Conklin Street

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ACCURATE COURT REPORTING SERVICE, INC.

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- 1 PLANNING BOARD - 7-26-22
- 2 A P P E A R A N C E S :
- 3 THOMAS RYAN, Chairman
- 4 EVA PEARSON, Board Member
- 5 JOSEPH STAUDT, Board Member
- 6 CARMELA SCHOTT, Board Member
- 7 BERNIE HOTHERSALL, Board Member
- 8 STEVE FELLMAN, Building Superintendent
- 9 ISRAEL RUBIO, applicant representative 960 Fulton
10 Street
- 11 AL PUIG, Northstar Signs
- 12 JORDAN DESNER, Applicant
- 13 RON DIAMOND Visual Consultant, 332 Fulton Street
- 14 ROSALIE KESSLER, Lincoln Land Services Applicant,
15 422 Conklin Street
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2 CHAIRMAN RYAN: Well, I officially
3 have 7:00, and we'll call the meeting to
4 order.

5 Why don't we rise. and Joe, do you
6 want to lead us in the Pledge of
7 Allegiance?

8 MR. STAUDT: Sure.

9 (WHEREUPON, the Pledge of
10 Allegiance was recited by the assemblage.)

11 CHAIRMAN RYAN: Okay, we will
12 officially open up the meeting.

13 Welcome tonight. We're happy to
14 have you here. And I see we have another
15 group that came in.

16 Are you Deli Tacos by chance?

17 MR. RUBIO: Yes.

18 CHAIRMAN RYAN: Deli Tacos, okay.

19 So since you're all here and
20 accounted for; right? It's 7:00, we'll go
21 in the order of our agenda.

22 So Deli Tacos, why don't you come
23 up, and come to the front table. We have
24 you up as the number one case here.

25 MR. RUBIO: So, I'm going to

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2 represent my brother-in-law.

3 MR. STAUDT: We just need your
4 name and address to start.

5 MR. RUBIO: My name is Israel
6 Rubio.

7 MS. PEARSON: For the record.

8 MR. RUBIO: Okay.

9 COURT REPORTER: R-U-B-I-O?

10 MR. RUBIO: Yes, ma'am.

11 COURT REPORTER: Okay, and can I
12 have your address?

13 MR. RUBIO: 2055 Union Boulevard,
14 Apartment 1B, Bay Shore, New York 11706.

15 COURT REPORTER: Thank you.

16 CHAIRMAN RYAN: Okay, so we're here
17 to approve a sign, both a facade sign as
18 well as a blade sign, and we've got some
19 other things you'd like included in this
20 review regarding a flag as well as some
21 window signage.

22 So let's talk about the easy part,
23 I think, if that works for everybody here.

24 When it comes to the overhead sign,
25 it looks like you're in okay order from

1 PLANNING BOARD - 7-26-22
2 the standpoint of the size of the font of
3 the letters and the coloring of the
4 letters and the amount of area that you
5 would take, so you wouldn't take any more
6 than 75 percent of the sign, and you know,
7 you're in good shape right there.

8 The one thing we're going to
9 recommend is that you stick with the
10 recommended color palette which is a
11 Hunter Green, and I think that that's
12 very, very close to the color that you've
13 given us in the drawing here.

14 MR. RUBIO: Is it okay if I see it
15 again; sir? Because I spoke to --

16 CHAIRMAN RYAN: We've got a color
17 -- a Hunter Green.

18 MR. STAUDT: Who had the best one?

19 MS. PEARSON: Carmela has the best
20 one.

21 MR. FELLMAN: Man, these are hard
22 to go by. You got a good one. I was
23 reading one that's like 12 shades
24 different.

25 MR. STAUDT: My printer didn't do

1 PLANNING BOARD - 7-26-22

2 that.

3 MR. RUBIO: So that's going to be
4 -- the awning, that's going to be like a
5 solid color or we're talking --

6 CHAIRMAN RYAN: We're going to
7 recommend a solid color, I don't think
8 this red color really is doing you any
9 good there. I think if you look at the
10 telephone number that you have there, the
11 lettering, I think it takes away from
12 that. So we would recommend a solid color
13 in the village approved Hunter Green color
14 palette.

15 MR. RUBIO: Okay. Is it all right
16 if I talk to my wife real quick?

17 CHAIRMAN RYAN: Sure, of course.

18 MR. RUBIO: Is she allowed to come
19 up or --

20 MR. FELLMAN: Sure, yeah.

21 MR. RUBIO: Okay.

22 MR. FELLMAN: She's allowed to come
23 up before you; dude.

24 MR. RUBIO: (Speaking in Spanish to
25 Ms. Rubio.)

1 PLANNING BOARD - 7-26-22

2 Yeah, that's fine.

3 MR. FELLMAN: And understand the
4 Board's position is, we have a color
5 palette. If they deviate from it, it sets
6 a precedent, then other people start
7 deviating all over the place.

8 MR. RUBIO: Okay.

9 MR. FELLMAN: So it's hard to
10 deviate from the palette.

11 MR. RUBIO: Okay.

12 MR. FELLMAN: It's nothing to do
13 with you.

14 MR. RUBIO: Right.

15 MR. FELLMAN: Okay?

16 MR. RUBIO: Thanks, sir.

17 CHAIRMAN RYAN: So that's good.
18 Now, the next sign is the blade sign, and
19 so the submission of that shows a 30 foot
20 six inch by two foot size but when you
21 calculate that, that's about 1,008 square
22 inches, and the code currently says you
23 can't be more than 720 square inches.

24 MR. RUBIO: Okay.

25 CHAIRMAN RYAN: So we would just

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2 recommend you reduce that to 36 inches by
3 20, gets you to 720 square inches. I'd
4 recommend that, and if you're good with
5 that then --

6 MR. RUBIO: Now is that going to be
7 where the flag is going to be?

8 MS. PEARSON: No, that's another
9 issue.

10 CHAIRMAN RYAN: We'll get to the
11 flag, that's another issue.

12 MR. RUBIO: Okay. So we're talking
13 right now about what; again? You said --

14 MR. STAUDT: The blade sign --

15 CHAIRMAN RYAN: The blade sign.

16 MR. STAUDT: (Continuing) -- above
17 where you have the flag in the photo.

18 MS. PEARSON: The blade sign is the
19 one that sticks out.

20 MR. STAUDT: The sign that
21 protrudes out.

22 MR. RUBIO: Oh, that says "Deli."

23 MR. STAUDT: Yes.

24 MS. PEARSON: Yes.

25 MR. RUBIO: Yeah.

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2 MR. STAUDT: There are regulations
3 on how large it can be.

4 CHAIRMAN RYAN: Yeah, you're well
5 above the square footage allowed --

6 MR. RUBIO: Okay.

7 CHAIRMAN RYAN: (Continuing) -- for
8 the blade sign.

9 MR. RUBIO: That was there for -- I
10 know maybe back in the day, maybe they
11 didn't get -- I don't know if that's ever
12 been up there.

13 CHAIRMAN RYAN: The code's been
14 changed over the years, and currently,
15 you're putting a new sign up, you're
16 putting a new blade sign up, it's got to
17 be within code. So again, it's a simple
18 suggestion, you go to 36 inches by 20
19 inches, it'll get you to 720 square foot,
20 and you will be in good shape.

21 MR. RUBIO: Now, with that coming
22 -- if we, I mean, it's going to have to
23 get changed now. When they take it off,
24 can we not put that back on if we decide
25 not to or does it have to get replaced?

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2 CHAIRMAN RYAN: If they decide not
3 to go with a blade sign, Stevie; is that
4 fine? You don't have to have a blade
5 sign?

6 MR. FELLMAN: You don't have to
7 have a blade sign but if you put one up
8 it's got to be the right size.

9 CHAIRMAN RYAN: Within code.

10 MR. RUBIO: Okay.

11 (Speaking in Spanish to Ms. Rubio.)

12 MR. FELLMAN: You can put the blade
13 sign up later, I'm just saying. You can
14 say I'm going to put it up six months from
15 now, you know, that's fine.

16 CHAIRMAN RYAN: Yeah.

17 MR. RUBIO: (Speaking in Spanish to
18 Ms. Rubio.)

19 MR. FELLMAN: Now, are you in our
20 sign program, by the way, with Elissa?

21 MR. RUBIO: No, I tried reaching
22 out, I don't know if she changed her
23 number, I wanted to --

24 MR. FELLMAN: Oh, no, no, we're
25 going to get you in the program.

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2 MR. RUBIO: Okay.

3 MR. FELLMAN: Because it pays for
4 80 percent of the sign costs.

5 MR. RUBIO: Okay.

6 MR. FELLMAN: So, get a hold of
7 me. Tomorrow's the only day I'm out,
8 Thursday.

9 MR. RUBIO: Do you have a card;
10 sir?

11 MR. FELLMAN: Yes, I'll get you a
12 card.

13 MR. RUBIO: Okay.

14 MR. FELLMAN: Thursday, call me,
15 we'll get you in the program. It's a
16 grant program that pays for 80 percent of
17 the cost of your sign.

18 MR. RUBIO: Okay.

19 MR. FELLMAN: So we got to make
20 sure you take advantage of that.

21 MR. RUBIO: Perfect.

22 MR. FELLMAN: I'll go get you a
23 card.

24 MR. RUBIO: Thank you, sir.

25 MR. FELLMAN: Okay.

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2 CHAIRMAN RYAN: So again, you can
3 determine if you want to make the
4 recommended changes tonight, we can
5 approve that which would be the blade sign
6 with the smaller, you know, square
7 footage.

8 MR. RUBIO: Okay.

9 CHAIRMAN RYAN: Or you can decide
10 to punt on it tonight and determine later
11 on what you want for the blade sign.

12 MR. RUBIO: So --

13 CHAIRMAN RYAN: Looking at the
14 pictures, there's an old sign up here, the
15 blue "Deli" sign.

16 MR. RUBIO: Yeah, is that -- yeah,
17 is that what we're talking about right
18 now?

19 CHAIRMAN RYAN: No, we're talking
20 about the green blade sign which is in the
21 picture here which is the new sign.

22 MR. RUBIO: Oh.

23 CHAIRMAN RYAN: I'm assuming this
24 older sign is coming down, you know.

25 MR. RUBIO: Yeah, that's -- right,

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2 right, so that blade sign is -- because
3 from -- if you're walking by it on the
4 sidewalk, you're not going to be able to
5 see that. That was their concern with it.
6 It just has to be smaller.

7 MR. STAUDT: Yes.

8 MS. PEARSON: Yes.

9 CHAIRMAN RYAN: It's got to be
10 smaller.

11 MR. STAUDT: Smaller than that,
12 smaller than proposed.

13 CHAIRMAN RYAN: Right.

14 MR. RUBIO: (Speaking in Spanish to
15 Ms. Rubio.)

16 CHAIRMAN RYAN: The main sign
17 they're going to see, you know, from the
18 road, and Fulton Street which is your
19 south sign, and that's fine.

20 MR. RUBIO: (Speaking in Spanish to
21 Ms. Rubio.)

22 MS. PEARSON: Okay, so we're
23 talking about two signs that protrude.
24 The blade is the one that we're talking
25 about --

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2 MR. RUBIO: Yup.

3 MS. PEARSON: (Continuing) --
4 that's going to be smaller than presently,
5 you're in -- you had proposed you're going
6 to be hanging a flag from, but he just
7 asked about the other sign that's
8 currently there, and it says "Deli."

9 MR. RUBIO: Yeah, it's on the
10 building.

11 MS. PEARSON: Is that being
12 removed?

13 MR. RUBIO: I don't know. We're
14 going to have to talk to the person who
15 owns the building. That was there before
16 they bought the place.

17 CHAIRMAN RYAN: I have to check
18 with Steve, but the fact is that it's
19 there.

20 MR. RUBIO: I don't even think that
21 it works.

22 CHAIRMAN RYAN: But I have to
23 verify with Stevie on that. Again, we're
24 just here to approve --

25 MR. RUBIO: Yup.

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2 CHAIRMAN RYAN: (Continuing) -- the
3 two signs and keep the signs in
4 compliance. So we certainly recommend it,
5 I mean, it would seem redundant to have it
6 there when you have the new blade sign.

7 MR. STAUDT: It doesn't capture the
8 new branding, either.

9 CHAIRMAN RYAN: Exactly.

10 MR. RUBIO: Okay.

11 CHAIRMAN RYAN: It looks a little
12 odd but we're here to determine the signs
13 and as we talked about earlier, the flag
14 post. What did you decide on the blade
15 sign? Do you want to go with our
16 recommendation, and --

17 MR. RUBIO: Yeah.

18 CHAIRMAN RYAN: (Continuing) --
19 keep it to code and move forward with it?

20 MR. RUBIO: Yeah, we're going to do
21 that. If you want it to get smaller,
22 that's fine.

23 CHAIRMAN RYAN: All right. So
24 again, recommend the Hunter Green and then
25 the Snow White which will be the wording.

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2 I think you'll be getting good visibility.

3 There also is -- the fact that you
4 wanted a flag, that is not going to work
5 because it's in violation of the code, the
6 village code. You cannot have the Mexican
7 flag there, you can't have a flag there.
8 One recommendation is maybe you want to
9 put a silver metallic border around that
10 sign. It might represent the Mexican flag
11 color-wise.

12 It's just a suggestion, you know.

13 MR. RUBIO: (Speaking Spanish to
14 Ms. Rubio.)

15 Can that be -- can that get, I
16 guess, maybe some lights around that, the
17 deli sign or it's just that silver border
18 is what you're talking about.

19 CHAIRMAN RYAN: Well, when you're
20 talking about the lights, I think -- you
21 want to put some lights by the facade
22 sign. We recommend, you know, small
23 soffit lights on the overhang to
24 illuminate the sign below and the blade
25 sign.

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2 MR. RUBIO: Okay.

3 CHAIRMAN RYAN: There would be
4 lights there. I think probably smaller
5 lights, we probably would recommend, you
6 know, keep the Kelvin low, below 3,000 --

7 MR. RUBIO: Okay.

8 CHAIRMAN RYAN: -- bright lights,
9 and that would work well if you agree with
10 that.

11 MR. RUBIO: Yup.

12 CHAIRMAN RYAN: Okay.

13 MR. STAUDT: Soft, warm lights. So
14 when he says the low Kelvin, he means we
15 just don't want to see any of the bright
16 blue or white lighting in the village
17 illuminating sign. We prefer there just
18 be a typical warm light. That's when we
19 say 2,700 to 3,000 Kelvin, that's what we
20 mean.

21 MR. RUBIO: Okay, thank you.

22 CHAIRMAN RYAN: Yeah, and I think
23 the -- not a lot of room for goosenecks.
24 So those soft, soffit, you know, high hats
25 mounted would make a bit more sense.

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2 MR. RUBIO: Okay.

3 CHAIRMAN RYAN: Good? Okay, and
4 you understand the flagpole cannot be put
5 there. So the question was, if you wanted
6 to put that metallic border, kind of a
7 silver metallic border along the sign,
8 that might give you what you want. We
9 actually require a metallic border on the
10 sign but I think we have some flexibility.
11 It's a recommendation but I think you can
12 get away with that if you don't want that.

13 MR. FELLMAN: We wrote into the
14 code that you have your own ZBA ability.

15 CHAIRMAN RYAN: Right.

16 MR. FELLMAN: You have your own
17 power to deviate from the code if you so
18 choose.

19 CHAIRMAN RYAN: And we can
20 recommend that, so that is up to you.
21 Just a suggestion.

22 MR. RUBIO: Okay.

23 CHAIRMAN RYAN: Or we could leave
24 it at the size it is and then the Hunter
25 Green with the Snow White, you know,

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2 letters that we discussed.

3 MR. RUBIO: Yeah.

4 MR. STAUDT: You might like adding
5 the border, though. If you go around the
6 village looking at some of the more recent
7 signage where they've added a metallic
8 border, it adds to the signage in a lot of
9 cases.

10 MR. FELLMAN: Yeah, it's just a
11 little highlight.

12 MR. STAUDT: A little more
13 high-end. From an expense perspective,
14 it's not really a major change.

15 MR. RUBIO: (Speaking Spanish to
16 Ms. Rubio.)

17 MR. FELLMAN: It just looks a
18 little slicker, you know. It just looks a
19 little more professional.

20 CHAIRMAN RYAN: Yeah, brings it up.

21 MR. FELLMAN: Yeah.

22 MR. RUBIO: (Speaking in Spanish to
23 Ms. Rubio)

24 Oh, the lights on the outside, is
25 that still fair play that we're going to

1 PLANNING BOARD - 7-26-22

2 come off the awning?

3 CHAIRMAN RYAN: The lights? We're
4 suggesting high hat lights, you know,
5 again, under 3,000 Kelvin, we think that
6 makes the most sense. It will light up
7 your blade sign as well as your facade
8 sign.

9 MR. RUBIO: So those are the lights
10 that are going to be outside?

11 MR. STAUDT: Correct.

12 MR. RUBIO: Right.

13 MR. STAUDT: We're talking about
14 over -- in the photo you provided --

15 MR. RUBIO: Right.

16 MR. STAUDT: -- over the Deli Tacos
17 sign.

18 MR. RUBIO: Yup, okay.

19 MR. STAUDT: And these are over the
20 awning not under the awning.

21 MR. RUBIO: Got it.

22 MR. STAUDT: Right.

23 MR. RUBIO: Okay.

24 CHAIRMAN RYAN: And then the high
25 hats right underneath that.

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2 MR. STAUDT: Yeah.

3 CHAIRMAN RYAN: So that makes
4 sense?

5 The last thing I'm seeing here is,
6 you want to remove the existing window
7 signage and install new window signage
8 with the types of food that will be
9 listed.

10 MR. RUBIO: Yeah, Elissa said we
11 can't put images of food.

12 CHAIRMAN RYAN: Right.

13 MR. RUBIO: It's got to be just,
14 like, the words.

15 CHAIRMAN RYAN: The words.

16 MR. RUBIO: Okay.

17 CHAIRMAN RYAN: And it can't take
18 up more than 25 percent of the window.

19 MR. RUBIO: Right.

20 CHAIRMAN RYAN: So as long as you
21 keep it within the code, you could give
22 the listing of the food types in there.

23 MR. RUBIO: Okay, yeah.

24 CHAIRMAN RYAN: And then you were
25 going to paint that storefront, you kind

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2 of wanted to make it match the brick the
3 best you can.

4 MR. RUBIO: Mm-hmm. Are these the
5 authorized colors that would be allowed to
6 be up?

7 CHAIRMAN RYAN: They are, you know,
8 it's hard to paint brick, we don't
9 particularly recommend it but this is
10 stucco, so you know, it's probably going
11 to look better than the current. I think
12 there was a recommendation on a color.

13 MS. PEARSON: Chestnut.

14 CHAIRMAN RYAN: Chestnut.

15 MS. PEARSON: Chestnut is the
16 recommended color for the brick --

17 MR. RUBIO: Okay.

18 MS. PEARSON: (Continuing -- to be
19 painted.

20 MR. STAUDT: It's also in the color
21 palette; right?

22 CHAIRMAN RYAN: Yup, in the color
23 guide. You have the colorful color guide.

24 MR. RUBIO: (Speaking Spanish to
25 Ms. Rubio.)

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2 MR. FELLMAN: That you have to give
3 back.

4 MR. RUBIO: (Speaking Spanish to
5 Ms. Rubio.)

6 MR. STAUDT: Steve, is this on our
7 website; the color guide?

8 MR. FELLMAN: Yes.

9 MR. STAUDT: It is. Okay, so you
10 can find a copy of this, as well.

11 MR. RUBIO: I took a photo.

12 MR. STAUDT: When you pull it up,
13 it'll probably be a more accurate
14 representation of the color that --
15 because we're relying on our printers to
16 do this.

17 MR. RUBIO: Okay.

18 MR. FELLMAN: And if you saw my
19 color chart they gave me, it's all gray,
20 every color is gray.

21 MR. STAUDT: Just go on the website
22 before you're -- you know, when you're
23 picking your colors and just make sure
24 you're matching that.

25 MR. RUBIO: Okay.

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2 CHAIRMAN RYAN: Probably as an
3 order of business, when you put an
4 application in, you know, send them a
5 color guide. I think that would be
6 helpful.

7 So a lot of times we're back and
8 forth on the nuance of the color here, and
9 Hemlock Tweed to Hunter Green, so -- but
10 it's really very, very subtle.

11 Any other questions from the group
12 here?

13 MS. SCHOTT: Did we also mention
14 the metallic border around the facade
15 sign?

16 CHAIRMAN RYAN: We did, and I think
17 he decided that the silver metallic --

18 MR. RUBIO: Silver metallic around
19 the "Deli."

20 MS. SCHOTT: On the side, also,
21 okay.

22 MR. RUBIO: Yes, ma'am.

23 MR. RYAN: That's just on the sign,
24 not on the blade sign.

25 MR. RUBIO: Okay.

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2 CHAIRMAN RYAN: Yeah, okay.

3 MS. PEARSON: Do you have any
4 questions or concerns?

5 MR. RUBIO: Yeah, the parking
6 situation. I don't know if you guys deal
7 with that but we tend to get our customers
8 come to the deli and then leave. So
9 sometimes that street right in front of
10 the deli, you have customers from the
11 Italian restaurant that they'll park their
12 vehicles there, and they're eating there
13 for between 30, and you know, 60 minutes.
14 They already have their respective parking
15 lot in the back of their building. I
16 don't know if there could be a potential,
17 in the future, they could put a sign.

18 CHAIRMAN RYAN: That's a county
19 road, I'm not even sure that's a code
20 violation.

21 MS. PEARSON: State.

22 CHAIRMAN RYAN: That's a state
23 road. I would speak to your neighbor, and
24 you know, tell them how you're, you know

25 --

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2 MR. RUBIO: Right.

3 CHAIRMAN RYAN: (Continuing) --
4 you'd love if they could make notice that
5 you do have a parking lot in the back, we
6 don't have that, we're in and out, we're
7 down customers.

8 MR RUBIO: Yeah.

9 CHAIRMAN RYAN: If you let your
10 customers know that, that would probably
11 be the best way to handle that but we're
12 not --

13 MR. RUBIO: Right.

14 CHAIRMAN RYAN: (Continuing) --
15 here to address the parking situation.
16 That's not in our purview.

17 MR. RUBIO: So that would be, if
18 it's a state road, we have to go to speak
19 about that because --

20 CHAIRMAN RYAN: I think I'd speak
21 to the owners of the restaurant next door
22 and say, could you work with me. I'm a
23 deli, people are in and out and when they
24 go to the back, when your customers come
25 in, and if we could encourage them to go

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2 to the back parking, that would probably
3 be the easiest way to go about it, you
4 know, just communication.

5 MR. RUBIO: Mm-hmm.

6 CHAIRMAN RYAN: Things like that.

7 MR. STAUDT: If that doesn't work,
8 you can always solicit the help of the
9 Trustees, the Trustee Board here.

10 MR. RUBIO: Okay.

11 MR. STAUDT: They could probably
12 help you if it becomes necessary, to get
13 in touch with state representatives who,
14 you know, have a better --

15 MR. RUBIO: Yeah, when we speak to
16 the customers, they get nasty --

17 MR. STAUDT: Sure.

18 MR. RUBIO: (Continuing) -- and
19 they're all saying, hey, there's no sign
20 here.

21 MR. STAUDT: I'd start with the
22 neighbor.

23 CHAIRMAN RYAN: I get yelled at all
24 the time --

25 MR. STAUDT: Yeah.

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2 CHAIRMAN RYAN: (Continuing) --
3 when I try to park in the back of the
4 parking lots. I just, you know, I just
5 politely move on.

6 MR. STAUDT: A constant battle,
7 sir.

8 CHAIRMAN RYAN: But I'd speak to,
9 you know; Verona; is it Verona? That's
10 who's next door; now?

11 MS. PEARSON: La Villetta.

12 CHAIRMAN RYAN: Okay.

13 MS. PEARSON: It's changed names.

14 CHAIRMAN RYAN: A couple of times.

15 MS. PEARSON: Yeah.

16 CHAIRMAN RYAN: But you know, to
17 Joe's point, if it's not resolved itself,
18 you can go to the Trustees meeting, and
19 it's a public meeting, and you can talk
20 about your concerns there, they'll likely
21 help you. We encourage businesses in the
22 village, we're happy to have you here.

23 MR. RUBIO: Mm-hmm.

24 CHAIRMAN RYAN: We want you to be
25 successful.

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2 MR. RUBIO: Okay.

3 (Speaking Spanish to Ms. Rubio.)

4 MR. RUBIO: Oh, and then, I guess,
5 going forward, is this project going to be
6 starting soon or -- to put all that stuff
7 up?

8 CHAIRMAN RYAN: We're going to make
9 a motion, put our recommendation in to the
10 Trustees, and then it's a matter of
11 timing.

12 Steve, next Board Trustee meeting
13 or is this going to be pretty much good to
14 sign off on?

15 MR. FELLMAN: For the signage?

16 CHAIRMAN RYAN: Yeah.

17 MR. FELLMAN: No, you sign off on
18 it now, it's done.

19 CHAIRMAN RYAN: So we'll make a
20 motion tonight, and it'll be approved by
21 the group, I believe that. So you're
22 ready to go right after the meeting,
23 essentially.

24 MR. RUBIO: And is there, like, a
25 website where I can have eyes on it just

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2 to see the status?

3 MR. FELLMAN: No, no.

4 MR. STAUDT: He's your website.

5 MR. RUBIO: Okay.

6 MR. FELLMAN: We'll give you a
7 permit.

8 MR. RUBIO: Okay, very good.

9 MR. FELLMAN: Come see me.

10 CHAIRMAN RYAN: Come see Steve.

11 MR. STAUDT: We're pretty
12 old-fashioned here.

13 MR. RUBIO: No, no, it's all good.

14 CHAIRMAN RYAN: It's movie night
15 outside, you can go watch a movie.

16 MR. RUBIO: Yeah.

17 MR. FELLMAN: It's called barking
18 dogs movie night.

19 CHAIRMAN RYAN: Barking dogs movie
20 night.

21 Okay, so we'll make a motion that
22 we'll approve your application as given to
23 us with a couple of recommendations.

24 The blade sign must be brought into
25 code. So it'll need to be reduced by 36

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2 inches to 20 inches to make it a square
3 footage of 720 square feet.

4 The facade sign will be approved.
5 From the size and font standpoint we
6 recommend that you go with Hunter Green
7 wording on the background and Snow White
8 with the wording, and per your discussion,
9 we're going to approve the silver border
10 on that, as well, and as we said, there'll
11 be no ability to put a flagpole there, so
12 that's not part of the recommendation, and
13 again, the existing window signage is
14 fine, as long as it takes up 25 percent
15 more of the total window space.

16 So that'll be the motion. Does
17 that make sense on the motion for you
18 there? A second or a question on the
19 motion?

20 MS. PEARSON: Well, also the brick.
21 We recommend the paint color --

22 CHAIRMAN RYAN: Thank you, so much.

23 MS. PEARSON: (Continuing) --
24 chestnut.

25 CHAIRMAN RYAN: Absolutely, my faux

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2 pas.

3 I'm going to add in to that motion
4 that we're going to use the -- what is it;
5 chestnut?

6 MR. STAUDT: Chestnut.

7 MS. PEARSON: Chestnut.

8 CHAIRMAN RYAN: Chestnut, the
9 recommendation to match that brick to the
10 current color that it is.

11 MR. STAUDT: One last thing, just
12 that you're going to, when you do the
13 lighting, the lighting is going to be a
14 soft warm, between 2,700 and 3,000 Kelvin.

15 MR. RUBIO: Okay.

16 MR. STAUDT: Soft, warm lighting.

17 CHAIRMAN RYAN: That is a team
18 motion that has been adjusted which has
19 been -- because our Chair is not here
20 tonight, so we're kind of working our way
21 through that, so that motion is, I think,
22 is acceptable, and we'll move that motion
23 with a second.

24 MR. STAUDT: I'll second it.

25 CHAIRMAN RYAN: All in favor?

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2 (WHEREUPON, there was a unanimous,
3 affirmative vote of the Board members
4 present.)

5 CHAIRMAN RYAN: So approved.

6 MR. STAUDT: Congrats, guys.

7 MR. RUBIO: Thank you, thank you,
8 very much.

9 Is this cool if this stays right
10 here?

11 MR. STAUDT: Yeah.

12 MS. SCHOTT: You can leave it,
13 somebody else may need it.

14 MR. STAUDT: Yeah, and guys, if you
15 have any questions regarding the sizing,
16 the colors, Steve's here to help you guys,
17 you can always give him a call.

18 MR. RUBIO: Okay.

19 MR. STAUDT: Any of the specifics
20 about what we just made the motion on, you
21 know.

22 MR. RUBIO: All right, excellent.
23 Thank you, sir.

24 CHAIRMAN RYAN: Good luck.

25 MS. RUBIO: Thank you.

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2 MS. PEARSON: Thank you.

3 CHAIRMAN RYAN: Okay, one down, two
4 to go.

5 (WHEREUPON, the application was
6 concluded.)

7 * * * *

8 CHAIRMAN RYAN: The Haunted House
9 of Hamburgers. Why don't you come up, if
10 you'd like.

11 We have to kind of tell you from
12 the beginning that we have to work
13 together because pole signs are no longer
14 permitted in the village, so we're going
15 to have of kind of rethink this way and
16 probably recommend a marquis sign and
17 happy to talk you through it and work with
18 you on that now, but currently, as
19 presented, the pole sign would not be to
20 code.

21 Again, we welcome you to the
22 village, we're excited to have you here,
23 and we're happy to work with you on
24 getting this in compliance.

25 So we would go from a pole sign to

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2 a facade sign, and again, you can look
3 along the area there. There are several,
4 I think, that you'll see.

5 MR. PUIG: I think I'll help them
6 along.

7 My name is Al Puig, Northstar
8 Signs.

9 COURT REPORTER: Spell your last
10 name, please.

11 MR. PUIG: P-U-I-G.

12 COURT REPORTER: Thank you.

13 MR. PUIG: Like the ballplayer.
14 Wish I had his salary.

15 You guys were talking about a pole
16 sign. I thought we had amended the
17 application to reflect a monument sign
18 which would be within code because it
19 would be a maximum of six feet above
20 grade.

21 MR. STAUDT; I didn't see that.

22 CHAIRMAN RYAN: I did not see that,
23 and I was drawing on the recommendation
24 that this was considered a pole sign but
25 that is what I am looking at.

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2 MR. PUIG: Okay.

3 CHAIRMAN RYAN: The same sign.

4 MR. PUIG: So we're proposing --
5 well, first of all, we're trying to use
6 the existing footing. So we propose to
7 cut the pole.

8 MR. STAUDT: Maybe that's where the
9 confusion was.

10 MR. PUIG: Right.

11 CHAIRMAN RYAN: Yeah.

12 MR. PUIG: And use the existing
13 footing because my engineers have already
14 certified that it'll withstand the wind
15 load because we're coming down from a
16 large pole sign.

17 The issue we now have is, the base
18 of the pole sign has a bunch of trees. We
19 have a lot of foliage around the
20 landscaping.

21 MR. DIAMOND: A lot of landscaping.

22 MR. PUIG: A lot of landscaping.

23 MR. DIAMOND: Hedges.

24 MR. PUIG: Bushes. So my client is
25 concerned that it would not be conducive

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2 to the landscaping to have to remove all
3 those bushes. We've only got 24 feet
4 setback to the building at that location,
5 so to move the pole sign further might
6 infringe upon the setback, you know, so
7 we're asking the village which way do we
8 go? Do we need to cut the bushes or can
9 we raise the monument sign just above the
10 bushes.

11 MR. STAUDT: I don't think I would
12 be in favor of raising the sign.

13 MR. PUIG: Okay.

14 CHAIRMAN RYAN: Well, I'm a guy
15 that likes bushes, so --

16 MR. PUIG: As do I.

17 CHAIRMAN RYAN: Yeah, and I think
18 that that's clear. I don't know, what is
19 the monument sign height code; I don't
20 know --

21 MR. PUIG: The code is, I believe,
22 six feet.

23 MR. FELLMAN: Yeah, six feet max.

24 MR. PUIG: Six foot max.

25 CHAIRMAN RYAN: You're looking to

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2 raise it by how much?

3 MR. PUIG: Well, we would -- right
4 now, the problem is those bushes are like
5 three and-a-half feet, so we'd be at like
6 eight and-a-half.

7 Now the only alternative would be
8 to leave the landscaping, cut the pole,
9 and move the monument sign forward.

10 MR. STAUDT: When you say
11 forward --

12 CHAIRMAN RYAN: Closer to the --

13 MR. PUIG: Closer to the -- in
14 front of the bushes, closer to the road.

15 CHAIRMAN RYAN: Is there, from the
16 setback of the road --

17 MR. FELLMAN: You could be within
18 ten feet of the property.

19 MR. PUIG: Ten feet. Okay, so
20 we've got, to the center of that is,
21 that's 24 and-a-half feet right here -- we
22 have 24 and-a-half feet there.

23 MR. STAUDT: Right now you're 24
24 feet from where?

25 MR. PUIG: Yeah, 24 feet -- we got

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2 24 feet from the property line.

3 MR. STAUDT: When you say the
4 property line, is that the sidewalk, is
5 that the --

6 MR. FELLMAN: No, the property line
7 is different than the sidewalk.

8 MR. PUIG: Yeah.

9 MR. STAUDT: I'm just trying to --
10 I just don't want us to accidentally put
11 this over.

12 MR. PUIG: No, no, never.

13 MR. FELLMAN: Yeah, typically, in
14 the village, from the curb, in eight feet
15 is the right-of-way.

16 MR. PUIG: Okay.

17 MR. FELLMAN: Eight feet is the
18 property line.

19 MR. STAUDT: Got it, okay.

20 MR. PUIG: All right, so let me
21 see, let me see something.

22 Okay, to go in front of the bushes,
23 yeah, we would be -- we're five feet, 12,
24 we would be encroaching on the setback by
25 two feet.

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2 MR. FELLMAN: It would be eight
3 feet instead of ten feet?

4 MR. PUIG: Yeah.

5 CHAIRMAN RYAN: I think that's
6 better than keeping the sign raised, and I
7 think it's better than removing the
8 bushes, so --

9 MR. FELLMAN: And we did that with
10 the CVS Center, they let them move it
11 closer.

12 MR. PUIG: Yeah, I saw that.

13 MR. DIAMOND: Those are all mature
14 bushes, they're all matured.

15 CHAIRMAN RYAN: No, I agree.

16 MR. FELLMAN: You would not be
17 setting a precedent.

18 MR. STAUDT: They're so mature, the
19 issue I have with raising it is just you'd
20 have to raise it almost to the height of
21 the existing pole sign.

22 MR. PUIG: Agreed.

23 CHAIRMAN RYAN: So you would rather
24 move it forward, and even though you're
25 two feet out of code. We have the ability

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2 to --

3 MR. FELLMAN: Yes.

4 CHAIRMAN RYAN: (Continuing) --

5 make that motion, and make that happen,

6 and it sounds like --

7 MR. PUIG: Marketing-wise it would

8 be better, anyway, because it would be

9 more visible to vehicular traffic.

10 MR. STAUDT: Yeah.

11 CHAIRMAN RYAN: Yes.

12 MR. PUIG: Which is why I'm --

13 personally, I'm glad so many villages and

14 so many towns are removing these pylon

15 signs because they're not big enough to be

16 seen far enough away for the motorists,

17 and when they do get close enough to see

18 it, it's already above their roof line, so

19 they're basically useless.

20 CHAIRMAN RYAN: Yup.

21 MR. PUIG: So I'm in favor of

22 monument signs.

23 MS. PEARSON: So, sir, just to

24 clarify what you're saying here.

25 The proposal would be to put the

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2 sign eight feet, and take down everything
3 that exists.

4 MR. PUIG: We're going to remove
5 the existing pole --

6 MS. PEARSON: Except for the --

7 MR. PUIG: The bushes.

8 MS. PEARSON: (Continuing) -- the
9 shrubs.

10 MR. PUIG: Right.

11 MS. PEARSON: Yes, okay.

12 MR. PUIG: So we're going to be
13 just in front of the shrubs to stay as
14 close -- as far back on the setback as
15 possible.

16 MR. STAUDT: So you won't be using
17 the existing footing, anyway.

18 MR. PUIG: We won't be able to use
19 the existing footing.

20 MR. STAUDT: You got to remove as
21 much of that as --

22 MR. PUIG: I'm probably going to
23 cut the pole at grade.

24 MR. STAUDT: That's fine, that's
25 what I was getting at. I just want to

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2 make sure we're not leaving any visible
3 structure.

4 MR. PUIG: No, no, no, no, no, no.
5 We're going to cut it right at grade.

6 MR. STAUDT: Okay.

7 MS. PEARSON: Yeah.

8 MR. PUIG: As close as we can get
9 and not destroy the bushes.

10 MR. STAUDT: Gotcha.

11 MR. PUIG: That's going to be the
12 issue.

13 CHAIRMAN RYAN: Right. So I think
14 we are okay with the size and the
15 relocation of the monument sign.

16 Now we'll have to talk about the
17 sign itself which I don't think we were
18 thinking about addressing from a color
19 code standpoint because of the fact that
20 we were under the impression it was a pole
21 sign and was not going to be applicable.

22 So this is quite a unique sign, and
23 you know there is a color code, and it's a
24 fairly, you know, colorful, busy sign. I
25 can't say I've had a chance to think it

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2 through and recommend but you do see the
3 color palette that we have in place.

4 MR. PUIG: Yeah, we're aware of it.

5 CHAIRMAN RYAN: And you're aware --
6 I think the font of the lettering probably
7 is fine, I don't know when it comes to
8 pictures like this, this is unique to me,
9 most of the signs we see don't have that
10 much, you know, detail.

11 MR. PUIG: We're proposing a pretty
12 unique sign, especially since we can't
13 internally illuminate, so we're going to
14 be landscape lighting this up. This is
15 going to be dimensionally.

16 So to give you an idea, the black
17 background and the moon is level one, the
18 house is a second level in front of it, so
19 we've got some dimension, and then our
20 ghosts are going to be one more level in
21 front of that. So you've got three --
22 you've got a nice dimensional carved --
23 it's hard to -- I had an issue with the
24 colors, as well, but I don't want to
25 deviate from his plan. This is his

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2 marketing brand, this is on his website,
3 so we really want to get maximum
4 recognition, and we wanted to add some
5 dimension to make it fun. I mean,
6 obviously, his major market is kids, it's
7 kids.

8 CHAIRMAN RYAN: Sure.

9 MR. PUIG: So we're going to want
10 like --

11 MS. PEARSON: Mr. Desner?

12 MR. DESNER: Yes.

13 MS. PEARSON: Is this going to be
14 your first location --

15 MR. DESNER: Yes.

16 MS. PEARSON: (Continuing) -- of
17 this business?

18 MR. DESNER: Yes, it's the orange
19 Halloween theme. That's why we went with
20 that color.

21 MR. STAUDT: Yeah.

22 MR. DIAMOND: This is going to be a
23 sensation destination, people are going to
24 talk about your village because of what
25 he's going to create and build.

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2 CHAIRMAN RYAN: Yep. Well, I don't
3 think I've approved a 3D sign like that at
4 all, and Steve, I'm going to ask you for
5 some help here. I like the concept.

6 MR. FELLMAN: Yeah, I love the
7 concept. Again, the Board has the power
8 to do whatever it feels is correct. I
9 think this is an isolated site.

10 CHAIRMAN RYAN: Yup.

11 MR. FELLMAN: So it's not like
12 setting a precedent in the middle of Main
13 Street. I don't think the towing guys are
14 going to want to sideline this. I don't
15 think the apartment houses are going to
16 want to -- it's a unique location, it -- I
17 don't know, you know.

18 CHAIRMAN RYAN: What about over
19 here? Joe, you got some questions?

20 MR. STAUDT: Is it possible to tone
21 down some of the non-essential parts of
22 the sign that are in violation? Perhaps
23 all of the purple that's underneath and
24 around it that's not part of our village
25 guide that's --

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2 MR. PUIG: Okay. We were going
3 with Halloween colors.

4 MR. STAUDT: Right.

5 MR. PUIG: That was my suggestion
6 was to give it some purple. Would you
7 suggest -- I heard you guys talking about
8 a chrome look or a silver look.

9 CHAIRMAN RYAN: Silver metallic.

10 MR. PUIG: We could do a --

11 CHAIRMAN RYAN: I think that would
12 look good on the sign.

13 MR. PUIG: (Continuing) -- a
14 brushed aluminum.

15 MR. FELLMAN: Yeah.

16 MS. PEARSON: We have --

17 MR. PUIG: Yeah.

18 MS. PEARSON: (Continuing) --

19 that's the best copy we have --

20 MR. PUIG: Yeah.

21 MS. PEARSON: (Continuing) -- in
22 person --

23 MR. PUIG: Yeah, well --

24 MS. PEARSON: (Continuing) -- if
25 you want to look at the colors.

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2 MR. STAUDT: It's actually -- it's
3 part of the code, too, that we require --

4 MR. PUIG: Okay.

5 MR. STAUDT: (Continuing) -- some
6 element of silver metallic.

7 MR. PUIG: Okay.

8 MR. FELLMAN: Also -- or you could
9 go gold leaf which would tie back in with
10 the yellows and oranges.

11 MR. PUIG: Yeah, I think there's --

12 MR. FELLMAN: The silver goes nice
13 with the black, though, you know.

14 MR. PUIG: The silver goes nice
15 with the black.

16 MR. FELLMAN: Yeah.

17 MR. PUIG: You know, you do have an
18 Autumn Plum on the color palette so if you
19 wish, we could make that purple deeper and
20 go to your plum.

21 CHAIRMAN RYAN: That would meet
22 that qualification, it would be okay.

23 MR. STAUDT: It would be less bold.

24 CHAIRMAN RYAN: Yes.

25 MR. PUIG: And my problem with the

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2 silver, it's so bright.

3 MR. STAUDT: Sure.

4 MR. PUIG: It's going to compete
5 with the rest of the colors, it's going to
6 get so busy.

7 MR. STAUDT: Yeah.

8 MR. PUIG: That's why I chose a
9 purple, and again, printers don't give us
10 a good representation, so --

11 MR. STAUDT: You have to understand
12 our perspective on it is, it's --

13 MR. PUIG: Yeah.

14 MR. STAUDT: (Continuing) -- your
15 not our only application that come before
16 us.

17 MR. PUIG: Of course.

18 MR. STAUDT: If we blow the doors
19 open --

20 MR. PUIG: No, no, no.

21 MR. STAUDT: (Continuing) -- on the
22 color palette completely then we're, you
23 know, the next applicant will say you did
24 it for them, so --

25 MR. PUIG: No, believe me, I've

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2 been doing this 40 years.

3 MR. STAUDT: Yeah.

4 MR. PUIG: I'm a proponent of good
5 code, you know, absolutely.

6 CHAIRMAN RYAN: I think the purple
7 code palette would work there, and you
8 would probably have to waive the metallic
9 around the edges.

10 MR. PUIG: Yeah, I think that would
11 be too crazy, so we'll go with Autumn
12 Plum.

13 CHAIRMAN RYAN: Autumn Plum?

14 MR. FELLMAN: That's good -- our
15 plum is a good color, it would go nicely
16 with this.

17 MR. PUIG: Yeah, I think so. Okay,
18 so let's do that.

19 Was there anything else you wanted
20 to discuss with the village; any
21 questions?

22 MR. DRESNER: Are they okay with
23 either way?

24 MR. PUIG: Well, they would prefer
25 not to see you remove the landscaping.

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2 MR. DRESNER: You want the
3 landscaping to stay.

4 MR. PUIG: Yeah, and I think they
5 should. It gives a good backdrop for the
6 sign.

7 MR. DESNER: Okay.

8 CHAIRMAN RYAN: The landscaping to
9 stay.

10 MR. DESNER: That's fine, that's
11 fine.

12 MR. PUIG: Bringing the sign
13 forward a little bit --

14 MR. DESNER: Yeah.

15 MR. PUIG: (Continuing) -- is also
16 going to -- better proximity to vehicular.

17 MR. DESNER: Okay, fine.

18 CHAIRMAN RYAN: Yeah, I think it's
19 better for you.

20 MR. DESNER: Okay.

21 MR. PUIG: We were also -- while
22 we're on the subject, we were also
23 thinking about, in the gable, in the
24 future, would you guys be interested in
25 maybe seeing another carved sign there

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2 just for further visibility in the area?

3 It's just a thought, we haven't
4 really entertained it 100 percent but what
5 would the feeling be should --

6 MS. PEARSON: Where would the
7 second sign go?

8 MR. PUIG: In the front gable.

9 MR. FELLMAN: Yeah, normally, we
10 don't really do that.

11 MR. PUIG: Okay.

12 MR. STAUDT: You're talking about
13 on the building?

14 MR. FELLMAN: You're going to kill
15 it here.

16 MR. PUIG: Okay.

17 MR. FELLMAN: You're not going to
18 need that gable sign, I promise you.

19 MR. PUIG: Okay.

20 CHAIRMAN RYAN: Yeah.

21 MR. PUIG: It was just a secondary
22 thought.

23 CHAIRMAN RYAN: Yeah, I get it, but
24 let's work with what we're working with
25 tonight. I think we've come a long way

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2 here.

3 MR. FELLMAN: If your builders
4 wanted to do that, they knocked it out,
5 you know, a few people wanted to do that,
6 and the position has been no.

7 MR. PUIG: Okay, that is fine.

8 MS. PEARSON: I would just urge you
9 to -- since this is your profession, I'm
10 sure you've heard this before, the village
11 code. Try to lean towards as much of the
12 village color code as possible --

13 MR. PUIG: Sure.

14 MS. PEARSON: (Continuing) -- when
15 you're reworking the signs.

16 MR. PUIG: Sure.

17 MS. PEARSON: Because you have a
18 multitude of colors in here. We have
19 orange, we have yellows, we have reds, and
20 we have, like, actually, something that's
21 not, I don't think represented on there,
22 is the Benjamin Moore Heritage Red. So we
23 have --

24 MR. PUIG: Okay.

25 MS. PEARSON: (Continuing) -- you

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2 know, similar colors that you could work
3 with that would, that you could --

4 MR. PUIG: Maybe those three H's in
5 the Heritage Red.

6 CHAIRMAN RYAN: That would be
7 perfect.

8 MS. PEARSON: And then you said,
9 like, the Autumn Plum.

10 MR. STAUDT: What would be done in
11 the Heritage Red; I'm sorry.

12 MR. PUIG: Those three H's out in
13 front.

14 MR. STAUDT: Gotcha.

15 MR. PUIG: Haunted Hamburger House.

16 MR. STAUDT: So the Haunted
17 Hamburger, the actual typeface of the
18 brand, we're talking about leaving the
19 orange; right?

20 MR. PUIG: Yeah, we need the
21 contrast.

22 MR. STAUDT: Okay.

23 MR. PUIG: As it is -- I'm going to
24 ask the client to let me put a slightly --
25 a little more of black outline around the

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2 S-E-O-F to just make that pop a little bit
3 more on that moon. Those two colors tend
4 to clash a little bit, I want to --

5 MR. STAUDT: I'm very torn on it
6 just because it is such a busy sign.

7 MR. PUIG: But that is going to be
8 dimensional. So those are going to be
9 another half-inch raised.

10 CHAIRMAN RYAN: There's nothing
11 like it, and it is a unique location, and
12 I think if you're willing to work with
13 many of these colors, turning them into
14 the village palette like the Autumn Plum
15 and the Heritage Red, I'm okay.

16 MR. PUIG: Yeah.

17 CHAIRMAN RYAN: But then I'm not
18 sure, you know, the moon, what alternates
19 are there that we have?

20 MS. PEARSON: I mean, a Morning
21 Sunshine, perhaps, but that's too yellow.

22 CHAIRMAN RYAN: But that's just
23 really -- that's going to -- that's kind
24 of nitpicking.

25 MR. PUIG: Really, quite frankly,

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2 that's -- if you look at the two colors in
3 the moon, it sort of comes pretty close.

4 MS. PEARSON: Mm-hmm.

5 MR. FELLMAN: Do the ghosts have to
6 be white? No, I'm just kidding.

7 MR. PUIG: Today, we don't say
8 white or black.

9 MR. FELLMAN: I can't be serious.

10 MR. STAUDT: Gentlemen, how are
11 we --

12 MR. FELLMAN: Yeah, right.

13 MR. PUIG: We're just going to go
14 with a Heritage Red.

15 MS. PEARSON: Okay, all right,
16 that's cool.

17 MR. STAUDT: How are we lighting
18 this? This is not a backlit sign; right?

19 MR. PUIG: No, no, this is
20 front-lit, landscaped.

21 CHAIRMAN RYAN: Landscape
22 lighting.

23 MR. STAUDT: From the bottom.

24 MR. PUIG: From the bottom, yup,
25 LED, LED spotlights from the bottom.

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2 MR. STAUDT: So you heard what we
3 were saying to the previous applicant.

4 MR. PUIG: Of course. Warm light.

5 MR. STAUDT: There's not a problem
6 with that.

7 MR. FELLMAN: Warm light, warm
8 white.

9 MR. PUIG: Unlike some of my
10 clients that like 10,000 Kelvin.

11 MR. FELLMAN: Yeah.

12 MR. STAUDT: Right, I always --

13 MR. FELLMAN: Operational white I
14 call it.

15 MR. PUIG: Sure, yeah.

16 MR. STAUDT: I shake my head
17 sometimes.

18 MR. PUIG: My specialty is
19 branding, and if you guys look at my
20 website you'll see I do all of Teacher's
21 Federal Credit Union --

22 CHAIRMAN RYAN: Okay.

23 MR. PUIG: (Continuing) -- and
24 Enterprise Rent-A-Car, we're a brand. We
25 believe in corporate identity, and I

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2 follow it. That's why I try and stick
3 with his, but again, I want to make this
4 signage interesting enough that it brings
5 the traffic and that the village is happy
6 that you got something that people go,
7 hey, wow, that's really pretty.

8 MS. PEARSON: And it's already been
9 -- it's already received quite a good deal
10 of marketing.

11 MR. PUIG: Right.

12 MS. PEARSON: So it's already
13 getting traction and bringing attention to
14 the village. We're aware of that.

15 MR. PUIG: Yeah, yeah.

16 CHAIRMAN RYAN: Yeah, it's an
17 exciting venue, and I think that it's a
18 unique sign, and we're working together
19 with you. I think we're pretty much there
20 unless there are any other questions.

21 (WHEREUPON, no response was heard.)

22 CHAIRMAN RYAN: We're going to try
23 put this in a motion.

24 MR. FELLMAN: Try.

25 CHAIRMAN RYAN: We're going to go

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2 to, the current sign will be taken down,
3 the existing pole will be cut down, there
4 will be a new sign that will go up, it
5 will be a monument sign, it will be as
6 displayed, and the colors will be changed,
7 the purple to an Autumn Plum, the H's will
8 be the Heritage Red from the village
9 palette, and on the moon you go as close
10 to the yellow as you can per our palette.

11 MR. PUIG: Yeah, we'll use that for
12 our deeper tones.

13 CHAIRMAN RYAN: That will be for
14 the deeper tones.

15 MR. PUIG: Yup.

16 CHAIRMAN RYAN: It will be as
17 explained, a three-dimensional sign, and
18 we are going to allow the fact that you're
19 going to move it forward to keep the
20 landscaping there which will be two foot
21 out of compliance but we think that makes
22 sense, there will be better exposure.

23 MR. PUIG: Yup.

24 CHAIRMAN RYAN: If it works for
25 everybody; does that cover all the

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2 components of that motion? I mean, the
3 multiple components of the motion?

4 MS. PEARSON: I think it was great.

5 MR. STAUDT: Do we want to put in
6 the motion -- I just want to make sure
7 that the lighting --

8 CHAIRMAN RYAN: The lighting; do
9 you want to get the lighting?

10 MR. STAUDT: Well, the lighting's
11 in there, too, but I want to make sure --
12 the reason we're allowing for the movement
13 of the sign is because your intention is
14 to keep the landscaping.

15 MR. PUIG: Correct.

16 MR. STAUDT: I just don't want to
17 see the sign move and then the
18 landscaping.

19 MR. PUIG: No, no, no, no, no.

20 CHAIRMAN RYAN: We'll address that
21 motion to the team motion, and it will be
22 predicated on keeping the landscaping that
23 allows you to move the sign up.

24 MR. PUIG: Absolutely.

25 MR. DIAMOND: We have to put the

1 PLANNING BOARD - 7-26-22

2 cobwebs somewhere.

3 MR. PUIG: Cobwebs, cobwebs,
4 cobwebs, okay.

5 CHAIRMAN RYAN: Do you feel
6 comfortable that that's a good motion?

7 If the motion's fine for you, then
8 we have a motion on the floor.

9 We'll ask for a second.

10 MS. PEARSON: I'll second.

11 CHAIRMAN RYAN: We have a second.
12 All in favor?

13 (WHEREUPON, there was a unanimous,
14 affirmative vote of the Board members
15 present.)

16 CHAIRMAN RYAN: So passed. Good
17 luck.

18 MR. PUIG: Thank you.

19 COURT REPORTER: Gentlemen, I'm
20 going to need both of your names since you
21 both spoke.

22 MR. DESNER: Sure.

23 COURT REPORTER: Thank you.

24 MR. DESNER: Jordan Desner,
25 D-E-S-N-E-R, address?

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2 COURT REPORTER: Yes.

3 MR. DESNER: Do you want the home;
4 home address?

5 Yeah, 119 Sagamore,
6 S-A-G-A-M-O-R-E, Drive, Plainview, New
7 York 11803.

8 COURT REPORTER: And your name?

9 MR. DIAMOND: My name is Ron
10 Diamond, I'm a visual consultant.

11 COURT REPORTER: Thank you.

12 MR. STAUDT: Good luck to you guys.

13 MR. PUIG: Thanks, so much.

14 MS. PEARSON: Thanks a lot, good
15 luck.

16 MR. PUIG: We had a blast.

17 CHAIRMAN RYAN: Welcome to the
18 village.

19 Well, you got a good team behind
20 you, that's great.

21 MR. DIAMOND: Yes.

22 MR. PUIG: Thank you, everybody.

23 (WHEREUPON, the application was
24 concluded.)

25 * * * *

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2 CHAIRMAN RYAN: So the last one
3 we're going to look at here is 422 Conklin
4 Street, Lincoln Land Services.

5 MS. KESSLER: Yes.

6 CHAIRMAN RYAN: Are you
7 representing Lincoln Land Services?

8 You can come up and state your
9 name.

10 MS. KESSLER: Hi, Rosalie Kessler,
11 Lincoln Land Services. Home address or --

12 COURT REPORTER: Can I just get the
13 spelling of your last name?

14 MS. KESSLER: K-E-S-S-L-E-R.

15 COURT REPORTER: Address?

16 MS. KESSLER: 16 Bernard Street,
17 Farmingdale, New York is my home, and 422
18 Conklin is my business.

19 All right, Steve? Okay, so Elissa
20 said that you were going to come up and
21 talk, and then I had to just come if they
22 had any additional questions, is that what
23 the -- she e-mailed me last --

24 MR. FELLMAN: I'm here to answer
25 any questions, just explain to the Board

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2 what you want to do.

3 MS. KESSLER: We're just replacing
4 the access sign --

5 CHAIRMAN RYAN: Right.

6 MS. KESSLER: (Continuing) -- with
7 the Lincoln Land sign. Basically, it's
8 covering up -- I don't want to pull it
9 down because I'm afraid it's going to hurt
10 the facade, and we don't want to damage
11 the facade that's there because it's
12 stucco.

13 CHAIRMAN RYAN: Stucco, so the
14 number will remain the same, it's been
15 there, it's just going to be over the
16 access sign, put your new sign, Lincoln
17 Land Services, and I guess that you will
18 go with the Heritage Red and pick a blue
19 with the metallic for the colors?

20 MS. KESSLER: Mm-hmm.

21 CHAIRMAN RYAN: So you'd be within
22 code. The only thing we might suggest is
23 a silver metallic border to meet the
24 requirement. It will give it a little bit
25 more of a pizazz.

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2 MS. KESSLER: That's fine, and we
3 had one of your -- Elissa had recommended
4 the company that's doing the signs.

5 CHAIRMAN RYAN: Great.

6 MS. KESSLER: So whatever --

7 MR. FELLMAN: Yeah, they know what
8 to do.

9 MR. STAUDT: Particularly with the
10 front sign, adding that border will --

11 MS. KESSLER: The front on the -- I
12 consider the front the --

13 MR. STAUDT: Oh.

14 MS. KESSLER: (Continuing) --
15 municipal parking lot, so that's why --

16 MR. FELLMAN: Yeah.

17 MS. KESSLER: (Continuing) -- the
18 other side no one ever goes in, so we're
19 trying to --

20 MR. STAUDT: But yeah --

21 MS. KESSLER: That one?

22 MR. STAUDT: (Continuing) -- I
23 think if you add the border to it, it's
24 just going to look a little more complete.

25 MS. KESSLER: Yeah, I was looking

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2 at it today, and it looks kind of stark
3 white, so I was saying maybe --

4 MR. FELLMAN: Yeah, it just looks
5 more professional.

6 MS. KESSLER: That's fine, that's
7 fine with me.

8 MS. PEARSON: May I ask, what type
9 of business is this?

10 MS. KESSLER: We're a title agency.

11 CHAIRMAN RYAN: Okay, well, this is
12 a pretty simple approval, I think.

13 Any other question from the group?

14 MR. STAUDT: You have no plan to
15 light it any differently?

16 MS. KESSLER: No, you know, we're
17 not there at night, and it doesn't matter,
18 I mean, honestly, we're a title company,
19 no one goes looking for a title company by
20 looking at the storefront thing or they
21 don't even Google it. They just know
22 we're there.

23 MR. STAUDT: Okay.

24 MR. FELLMAN: I got to say, this is
25 a very laid back title company, you're

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2 just very mellow.

3 MS. KESSLER: Whatever.

4 MS. PEARSON: There's no existing
5 lighting on the building?

6 MS. KESSLER: There is, there are
7 lights there that go on at night, I think.
8 They were going on.

9 MS. PEARSON: But you're retaining
10 those lights.

11 MS. KESSLER: We're retaining the
12 same. I'm not -- I don't want to change
13 anything with the facade right now, at
14 all. So that's why we're trying to not --

15 CHAIRMAN RYAN: You're just
16 covering the existing sign, just some
17 stucco.

18 MS. KESSLER: Yeah, deviate from
19 where the sign was before because it's
20 going to -- the stucco will get damaged,
21 and what's the point?

22 CHAIRMAN RYAN: And it'll be vinyl
23 decal lettering on the door entrance which
24 looks like it's within code.

25 MS. KESSLER: Yeah, it's just

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2 replacing the one that's there now, same
3 sizing and everything.

4 CHAIRMAN RYAN: It sounds rather
5 easy.

6 Joe, do you want to make a motion
7 on this one?

8 MR. STAUDT: Sure. I'll make a
9 motion that we're going to approve the
10 application as presented with the addition
11 of a silver metallic border on both the
12 front and rear sign.

13 Was there anything else?

14 MS. PEARSON: And that they will
15 pick colors within the village code.

16 CHAIRMAN RYAN: Yes, Heritage Red.

17 MR. STAUDT: The blue and the red
18 will be from the village color palette.

19 MS. PEARSON: Okay.

20 MS. KESSLER: I'm not sure what
21 even color she chose, it looked --

22 MR. STAUDT: Heritage Red is
23 probably the closest you're going to get
24 on the Land Services part, the red.

25 MS. KESSLER: Okay.

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2 MR. STAUDT: And then the blue, I
3 don't know. I'm not sure which one. If
4 you go on the village website.

5 MS. KESSLER: I'll look.

6 MR. STAUDT: And you just match
7 closest to --

8 MR. FELLMAN: Elissa will know.

9 MS. KESSLER: Yeah, she'll know.
10 She's wonderful.

11 MR. STAUDT: I don't want to go off
12 my paper because the printer --

13 MR. FELLMAN: It's not my paper.

14 MS. KESSLER: When you go off the
15 monitor, everything looks different, so
16 it's like, you know, looks different.

17 MR. FELLMAN: Elissa, Elissa will
18 know.

19 MS. KESSLER: Okay.

20 MR. STAUDT: Okay. So we'll make a
21 motion for the application as presented
22 with the addition of the silver metallic
23 border on both the front and rear sign,
24 and the applicant will use the village
25 color palette when choosing the red and

1 PLANNING BOARD - 7-26-22

2 the blue, they will pick from the color
3 palettes.

4 CHAIRMAN RYAN: Perfect.

5 MR. STAUDT: Can I get a second on
6 that?

7 CHAIRMAN RYAN: I second that
8 motion.

9 MR. FELLMAN: All in favor?

10 MR. STAUDT: All in favor?

11 (WHEREUPON, there was a unanimous,
12 affirmative vote of the Board members
13 present.)

14 MR. STAUDT: All right.

15 MS. KESSLER: Thank you.

16 MR. STAUDT: All right.

17 MR. FELLMAN: There you go.

18 MR. STAUDT: Congrats.

19 CHAIRMAN RYAN: Welcome to the
20 village.

21 MR. FELLMAN: Yes, welcome to the
22 village.

23 MS. KESSLER: Thank you.

24 MR. FELLMAN: You're very welcome.

25 I don't know if you guys --

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2 MS. KESSLER: We're from the
3 village, we live here, so it's nice, you
4 know, three miles roundtrip to my house.

5 MR. FELLMAN: Nice.

6 MS. PEARSON: Perfect.

7 MR. STAUDT: Steve --

8 MR. FELLMAN: I don't know -- are
9 you guys aware that Elissa's not here
10 tonight because her mom passed away.

11 MS. KESSLER: Was it her mom? She
12 said someone passed away, she didn't say
13 who.

14 MR. FELLMAN: Her mom passed away
15 over the weekend, that's why she's not
16 here.

17 MR. STAUDT: Sorry to hear that.

18 MR. FELLMAN: That's the second
19 person whose mother passed away over the
20 weekend. I don't want to hear anymore.

21 (WHEREUPON, this application was
22 concluded.)

23 * * * *

24 MR. STAUDT: Steve, I had one last
25 question before we close out.

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2 Three -- I guess, I mentioned to
3 you at the last meeting; do you know
4 what's going on with Burgerology?

5 They came before the Planning
6 Board, they were under -- the two
7 instructions that were given to them were
8 that they had to maintain the lighting
9 outside the building as white instead of
10 sort of a club blue or purple that they
11 had prior to that, and then in addition
12 that, the pie symbol was supposed to be
13 reworked to be 75 percent of their facade,
14 and it doesn't appear that they've done
15 anything since we -- that was over three
16 months ago.

17 MR. FELLMAN: Okay. Do me a favor,
18 can you send me an e-mail?

19 MR. STAUDT: Okay.

20 MR. FELLMAN: Just to remind me.

21 MR. STAUDT: Okay. I'll even --
22 I'll take a picture of it tonight when I
23 drive by.

24 MR. FELLMAN: Yes.

25 MR. STAUDT: I guarantee you --

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2 MR. FELLMAN: Let me give everybody
3 my personal e-mail.

4 MR. STAUDT: Okay.

5 MR. FELLMAN: I'll say it, you'll
6 giggle, then I'll spell it.

7 MR. STAUDT: You got it.

8 MR. FELLMAN: It's called
9 crazy2dayz, C-R-A-Z-Y, the number two,
10 D-A-Y-Z at hotmail.com. It comes to my
11 phone, it comes everywhere.

12 The story behind that is, 30 years
13 ago --

14 MR. STAUDT: I was going to ask you
15 how old it was.

16 MR. FELLMAN: Yeah. Thirty years
17 ago, when I had no idea what a computer
18 was, my neighbor and knucklehead helped me
19 set it up, and he made that my code name
20 knowing full well I had no idea how to
21 change it. So that's why, and once you
22 have it you can't change it.

23 MR. STAUDT: All right, great.

24 So I'll send you the photos of
25 that.

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2 MS. PEARSON: Just to clarify,
3 C-R-A-Z-Y, the number two, D-A-Y-Z?
4 MR. FELLMAN: Z.
5 MS. PEARSON: Okay.
6 MR. FELLMAN: Dayz.
7 MS. PEARSON: At hotmail.com.
8 MR. FELLMAN: Yes.
9 MR. STAUDT: That's all I have.
10 CHAIRMAN RYAN: Cool. Okay, then
11 we'll come to the close of the meeting,
12 and I make a motion that we adjourn.
13 MS. PEARSON: Second.
14 MR. STAUDT: Second.
15 MR. FELLMAN: Everybody seconded.
16 (WHEREUPON, this hearing was
17 concluded at 7:45 p.m.)

18 * * * *

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1 PLANNING BOARD - 7-26-22

2 C E R T I F I C A T E

3 STATE OF NEW YORK)

4 SS:

5 COUNTY OF NASSAU)

6 I, DEBBIE BABINO, a Shorthand
7 Reporter in the State of New York, do
8 hereby certify:

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

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

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

18 IN WITNESS WHEREOF, I have hereunto
19 set my hand this 31st day of July, 2022.

20 *Debbie Babino*

21 Debbie Babino, Certified Reporter

22

23

24

25

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