

Design Review Board
June 18, 2024
9:00 a.m.
LTV Studios
75 Industrial Road
Wainscott, New York 11975

Those present were:

Robert D. Caruso, Chairman
Kristin Corwin, Vice-Chair
C. Sherrill Dayton, Member
E. Ann Duffey, Member
Susan Davies, Member
Kathryn Davis, Member
Heather Baris, Member
Bill Hajek, Village Planner
Tom Preiato, Village Principal Building Inspector
Gabrielle McKay, Deputy Village Clerk
Lisa Perillo, Village Attorney
James McMullan, Representative for Flach Realty LLC – 79 Main Street
Marco Hernandez, Representative for Staud – 66 Newtown Lane
Matthias Slavens, Representative for Gucci – 17 Newtown Lane
Farnaz Mansuri, Representative for Andrew and Alyssa Klein – 177 Main Street
Shannen McCaffrey, Representative for David Kuhl Rev. Trust Michele Kuhl Rev. Trust – 4
Lockwood Lane
Philippa Contents, Museum Registrar/Representative for Guild Hall of East Hampton – 158
Main Street (Sculpture)
Jon Maas, Project Manager/Representative for Guild Hall of East Hampton – 158 Main Street
(Signage)
Andrea Grover, Executive Director of Guild Hall

Robert Caruso: Good morning, everyone. I call to order the Design Review Board for June 18th, 2024.

MINUTES – APRIL 16, 2024 & MAY 21, 2024

Robert Caruso: The first item on our agenda are the minutes of April 16th, 2024. Are there any questions or corrections? If not, I would entertain a motion to approve. Do I have that motion?

Ann Duffey: I'll make a motion.

Robert Caruso: Thank you, Anne. Do I have a second?

Kristin Corwin : I'll second.

Robert Caruso: Thank you. Uh. All in favor?

Board in Unison: Aye.

Robert Caruso: Great. The next item is the minutes of May 21st, 2024. Are there any corrections or questions? If not, I would entertain a motion to approve. Do I have that motion?

Sherrill Dayton: I'll make a motion.

Robert Caruso: Thank you, Sherrill. Do I have a second?

Ann Duffey: I'll second.

Robert Caruso: All in favor?

Board in Unison: Aye.

FLACH REALTY LLC – 79 MAIN STREET – SCTM#301-3-6-18

Robert Caruso: Great, thank you. And then for the commercial district, we have Flach Realty, 79 Main Street. Is the applicant present? Good morning, Jim.

James McMullan: Good morning, Jim McMullan from Fleetwood, McMullan and Sanabria. This application is for a trench drain along the... I guess, northeast side of the property, which has a brick walkway. That brick walkway is draining water of into the basement of this building. So, what we want to do is put a trench drain in there and then from the inside, waterproof that foundation wall. So, the brick does go onto our client's property, and it's just a row of bricks that will be taken out of the trench drain, put in, and then piped to a dry well.

Robert Caruso: Perfect. Thanks, Jim. Thank you. Billy, any questions? Okay. I have no problem with this, and it's necessary. So, do I have a motion to approve this application?

Sherrill Dayton: I'll make a motion.

Robert Caruso: Thank you, Sherrill.

Robert Caruso: Do I have a second?

Susan Davies : I'll second.

Robert Caruso: Thank you. All in favor?

Board in Unison: Aye.

Robert Caruso: Great. Jim, thank you very much.

STAUD – 66 NEWTOWN LANE – SCTM#301-4-2-4.2

Robert Caruso: The next item on our agenda is Staud at 66 Newtown Lane. And it's planters. And. Good morning. And your name?

Marco Hernandez : My name is Marco Hernandez. I'm the store manager for the Staud location. And we're going to be putting planters outside of 66 this time. So, similar to the ones on 23, um, white. So, two in the back entrance. The sizes are 20in wide by 20in tall and then six at the front. Um, and there are going to be two that are ten inches by ten inches. And then the two that are 15 by 15, and then another two that are ten by ten again.

Robert Caruso: And what are they made of?

Marco Hernandez : I didn't see them here (referring to submitted plans), but they're like white concrete.

Sherrill Dayton: Are they clay? Clay pots?

Marco Hernandez : Yeah. Like clay concrete.

Robert Caruso: Concrete. So that's good. So, they're heavy and they'll hold down, and they won't blow away. Thank you. Billy, any comments? No. Okay. I don't have... This sounds fine. Do I have a motion to approve this application?

Kristin Corwin : I'll make a motion.

Robert Caruso: Thank you very much. Uh, do I have a second?

Sherrill Dayton: Second.

Robert Caruso: Sherrill, thank you. All in favor?

Board in Unison: Aye.

Robert Caruso: Great. Thank you. Thank you very much.

GUCCI – 17 NEWTOWN LANE – SCTM#301-3-4-15

Robert Caruso: The next application is Gucci at 17 Newton Lane. And again, it's planters. Welcome. And your name is?

Matthias Slavens: I'm Matthias. I'm representing Gucci as the architect. The petition is to request eight small planters, 12in in diameter, made of ceramic, pushed to the nearest step on the entry store front of the Gucci store.

Ann Duffey: So they're on the step? Is that... They're up on the...

ANDREW AND ALYSSA KLEIN – 177 MAIN STREET – SCTM#301-8-2-23

Robert Caruso: Great. Thank you. The next item is Andrew and Alyssa Klein at 177 Main Street. Is the applicant present? Good morning.

Farnaz Mansuri: Good morning.

Robert Caruso: Please introduce yourself.

Farnaz Mansuri: I'm Farnaz Mansuri. I'm the agent for Mr. and Mrs. Klein. They have a house on 177 Main, and we have a situation where people who either want to go to the hotel or who missed their driveway come into our driveway and try to U-turn. And at times, I've been witness to them standing around making calls and so on and so forth. And it's a bottleneck over there because of the traffic anyway. So, we, you know, analyze the problem for the clients. And I said, you know, maybe we could do an electric gate inside our own property after the post box, everything. And with a pedestrian gate, uh, you know, gate that the UPS and others can go through. That way it would be a deterrent for people to use our driveway as their U-turn driveway or whatever. And, uh, so what we did, we thought it was possible. At the time, we didn't know we needed the Architectural Review, but we knew that we're in the landmark district. So, we went around, looked at what's precedent there, and we sort of said, we'll just make it look like whatever, you know, looks contextual. And so that's our proposal. One of the things that was brought up to us is, uh, do you have enough room to sort of pause while the driveway opens? And I took a picture of the... Of the SUV just to show that between the street and the sidewalk, we have room to wait. And, you know, of course, with these electric gates, which is why we recommended it, you have time. You could speed it up to open faster or slower. It depends on what the right timing is. So, that's why we're proposing. They don't really want a gate, but they think that they need it because it's become a bit of a security issue.

Robert Caruso: Well thank you. And thank you. Uh, Billy, your comments.

Bill Hajek: Excuse me. Good morning, Board members. Billy Hajek for the Village. This was discussed at a prior meeting, and I reiterate the same comments I offered to the Board at that meeting, which is that gates are not a common feature in the Main Street Historic District. I know that they tried to design this to mimic the gate that's across the street at Mulford Farm. That's a unique situation. I mean, the farm has been there, and the gate has been like that. And it's not a manual gate. It's a farm gate. They did provide documentation. There's one other gate in the district, but it's a flag lot next to the Hedges Inn. And the gate is set back about 30ft from the sidewalk. I mean, it's practically invisible from anybody. I just would caution you that the... This is not the character of the Main Street district.

Robert Caruso: Exactly.

Bill Hajek: I mean, there might be extenuating circumstances here, but, um, you know, gates are not a common feature in the district.

Farnaz Mansuri: Well, we actually, uh, we don't actually agree with that because I took a photograph of the entire street for you, which is what that spliced is, and it's all gated. It's just that it's commercial. There's very few residential projects that have no gate, and that I understand, there's no... We don't have a neighbor that's residents, we have a hotel as our neighbor. And it is an... It is an extraordinary situation that even there is a house between all these hotels. So, I think his... I agree that there is no residences with gates, but the whole street is gated. Actually, it's not fence, it's not a driveway fence, but it's fenced. So, we will... We would make it any color and picture you want. I could go to the White's. I went across the street. I thought that was more contextual for the landmark, uh, district. But we don't have an issue with color and stuff. We have an issue where people are using our driveway. Um, and we ask for your assistance in giving us guidance as to what is appropriate if we can't hold back the entire traffic of 27, which wants to turn... Uses us because everyone else is commercial and doesn't have to have, um, it doesn't have a problem getting a gate or a fence or whatever it is that stops them from turning.

Robert Caruso: Thank you. Tom, your input.

Tom Preiato: I don't really have any.

Ann Duffey: They're fences, not gates. Where there are driveways, there's no gates.

Tom Preiato: Excuse me, one moment.

Farnaz Mansuri: Sure.

Tom Preiato: Thank you. Yeah, as far as the Zoning Code goes, there's really... I mean, it's compliant there, but... I drive there constantly, and I don't find it to be, I don't live there, but I don't see that there's a traffic issue there.

Robert Caruso: Yeah, right. Absolutely. Okay. Uh, Board members... And I think that this is the Historic District, and I didn't... I don't think it's a good precedent to do this. So, I would have to say anybody disagree, Board members?

Farnaz Mansuri: What guidance do you have for us if we have problems with... I know that people haven't witnessed it. I don't live there either, but I've witnessed the problem.

Robert Caruso: We have to also protect the historic districts.

Farnaz Mansuri: I understand, I'm saying, what is it that I could do to help alleviate the problem? If not a gate, could I put a rope up? Could I do... What is the... What is it that they can do so that people are not, uh, coming into their drive? It's not just a driveway. They're coming in and they're making a U-turn. They're actually using it. There's some traffic changes made there, too, which I'm not actually familiar with.

Robert Caruso: There's nothing that we could do about it to prevent it.

Ann Duffey: Yeah, I don't think it's in our purveyance.

Lisa Perillo, Esq.: Is there a sign on the property that says it's private property?

Farnaz Mansuri: I haven't done anything. I didn't know...

Lisa Perillo, Esq.: The Board really can't make suggestions. They could approve an application you're presenting to them, and I don't know what the traffic impacts would be if you put up a barrier there...

Farnaz Mansuri: We have, for example, we have a gate already there. Uh, I don't know... I don't actually know where it is on the... It's on the survey. Uh, it's the entry to the driveway. Um, it's. So, the question is... What's allowable for...

Ann Duffey: There's a difference between a fence gate and a and a driveway gate.

Farnaz Mansuri: Well, a driveway gate is what we have currently.

Bill Hajek: The gate is the... That's your pool enclosure fence that operates as a gate, which is...

Farnaz Mansuri: The driveway, which is... It's a driveway.

Kristin Corwin : At the terminus of their improved driveway, which is, I don't know, 80 or 90ft back into the property.

Farnaz Mansuri: What I'm asking is, is there a min... Can I have this closer? Not as close as we propose, but let's say closer to the house? Where is it that you would be okay with it? 30ft in?

Bill Hajek: I'm going to negotiate it at the at the meeting.

Farnaz Mansuri: What do I...

Lisa Perillo, Esq.: So, just present a different proposal and application to the Board. We can't make suggestions.

Robert Caruso: Thank you, thank you.

Sherrill Dayton: No, I tell you, I've got to say you have the same problem I do on Toilsome Lane and people that are coming down Toilsome. We missed the merry go round and they come in my driveway, and I've had... Because I have a camera up and I see the cars come in. They come right in the driveway, back up, turn around and go back out. And they do it time and time and time again. And I don't know if there's much you can do about it.

DAVID KUHL REV. TRUST MICHELE KUHL REV. TRUST – 4 LOCKWOOD LANE –
SCTM#301-13-10-16

Robert Caruso: Okay. Thank you, thank you. The next item on the agenda is David Kuhl... And yes, that's not approved. For Lockwood Lane, is the applicant present? Thank you. And good morning.

Shannen McCaffrey: Good morning, Shannen McCaffrey, DUE East Planning. We are proposing an eight-foot wide, six-foot high driveway gate that will be constructed out of PVC, and it's going to be white. Um, and it's going to be used for service entry, and it's going to be a proper curb cut that we're working with the Department of Public Works for, to allow for service vehicles.

Robert Caruso: Billy, you're an input on this application?

Bill Hajek: Good morning, board members. Billy Hajek for the Village. This is a similar situation. The Board had looked at this once before. I didn't attend that meeting, so I, you know, I read the minutes, but I wasn't at the meeting. The fact that the Board approved a pedestrian gate here. It was not clear to me that it was actually a PVC. My recommendation to the Board would have been that at the time, had it been at least constructed...

Robert Caruso: It wasn't clear to us.

Bill Hajek: Of wood and not PVC. So, the gates on Ocean Road and the Ocean Road Historic District that is a district that does have gates and all of the gates that exist are Pickett style gates. They're not solid material. They allow you to see into the property a little bit. So, if you were to allow it, I don't know how a service vehicle is going to use an eight-foot-wide gate either. If it's for service and trucks, it's not wide enough, but that's a separate matter. Um, but I think it should be more inconsistent with the character of the Ocean Road District, which are Pickett style gates.

Robert Caruso: And I was there at the meeting, and we did not approve an eight-foot wide... What we approved was a pedestrian gate for access, but it will not be... A pedestrian gate cannot be out of PVC in a historic district either.

Bill Hajek: I think it may have been approved that way on Lockwood...fronting on Lockwood. I don't know if the material would necessarily matter, but on ocean...

Susan Davies : We approved a pedestrian gate on Ocean, and it wasn't disclosed to us that it was PVC, and we denied the eight foot.

Kristin Corwin : We did not... Yeah. Not eight feet.

Robert Caruso: We would have to deny the eight foot, but if you want to submit an application for, you know, a three-foot-wide pedestrian, not out of PVC, we'll look at that application.

Susan Davies : I think we approved that already.

Robert Caruso: We did, yeah.

Shannen McCaffrey: You approved... Um, the builder was the previous applicant, I wasn't. But he agreed to the pedestrian not understanding the intentions of the homeowner. It's not just for pedestrian use. It's just, um, they want to be able to have the trucks because Lockwood Lane with all four lots, like when you have all the trucks, it gets very congested there. Um, so he just wanted to be able to have a pull off area.

Robert Caruso: We can't have, and correct me if I'm wrong, Lisa, but we cannot have an eight-foot-wide gate there going onto Ocean Avenue. They have their own access right on Lockwood Lane to bring their vehicles in and out so that...

Shannen McCaffrey: I think...But they are, um, working also with the assessor to change their address and to have...

Robert Caruso: So, perhaps when you're finished working with the assessor's office, you can renew the application.

Shannen McCaffrey: Well, we need to be able to install the driveway and everything before it's approved by the assessor to be 77 Ocean Avenue. But you need the final survey with the driveway installed to finalize the change of address. So, it's kind of like.

Lisa Perillo, Esq.: It's kind of like a cart before the horse, I guess.

Shannen McCaffrey: Exactly. So, like we can't really... We wouldn't go all the way...

Robert Caruso: We can't approve it until... You have to follow procedure here. Yes, Billy.

Bill Hajek: Is it going to be a driveway like an actual improved driveway?

Shannen McCaffrey: Yes.

Lisa Perillo, Esq.: To a separate... Is it going to be a lot with its own address?

Bill Hajek: No, it's this same lot. It's this property. And I believe they're entitled to a curb cut.

Lisa Perillo, Esq.: A different address from the assessor's office, why? Just so I understand.

Shannen McCaffrey: Because they want an Ocean Avenue address.

Lisa Perillo, Esq.: I see, okay. They're just changing them. Okay.

Bill Hajek: Yeah, just changing the address. But it's going to be like a gravel driveway or?

Shannen McCaffrey: Yes, exactly like proper curb cut approved from Department of Public Works. So, it's going to be... It's not just a pull off going across grass into their driveway. It's going to be a proper driveway.

Susan Davies : What then is going to happen to the existing driveway on Lockwood Lane?

Matthias Slavens: They're going to remain that driveway as well for access. And so, I mean, it's very... There's multiple properties within the Village that have road frontage on two streets and have access from both streets.

Robert Caruso: Uh, can I just... Tom? Thank you.

Tom Preiato: Thank you. Tom, again. So, I just wanted to caution that the requirement for a driveway would be that it has to be an improved 12-foot-wide surface, because it's going to also now become an access for first responders, etc... It's not 12?

Shannen McCaffrey: Yes.

Tom Preiato: Okay.

Tom Preiato: Well, then maybe I stand...

Shannen McCaffrey: I was talking with them about it, Dave Collins.

Tom Preiato: Okay. You have to have 12ft. I mean, I don't know, I've been doing this a long time. Yeah, I don't know, but unless the code is different. Um, yeah, I if I stand corrected, I'm corrected. But, um. Okay, you're not going to get in and out of eight feet.

Robert Caruso: Oh, you're not going to be able to.

Sherrill Dayton: No.

Tom Preiato: You need 12.

Robert Caruso: You need 12.

Tom Preiato: Thank you.

Sherrill Dayton: You take a fire truck couldn't get down an eight-foot gate.

Robert Caruso: There's no way.

Sherrill Dayton: With the trucks that we have today.

Shannen McCaffrey: But, I mean, they'll still have the access from Lockwood as well. That driveway will still be there.

Ann Duffey: Yeah, but that's going to be your regular... That's going to be your address.

Kristin Corwin : So, 77 Ocean now?

Shannen McCaffrey: Yes.

Ann Duffey: So, that's your primary. And that's where responders will go if there's an emergency, right.

Robert Caruso: But they won't be able to get in.

Shannen McCaffrey: Um well I think at this... Can we table, and I'll get all this information in writing.

Robert Caruso: Um, yes. Why don't we do that? And you could work with Gabby and Lisa will answer your questions and help guide you.

Susan Davies : It also should be wood, not PVC.

Robert Caruso: No PVC at all anywhere on Ocean Avenue.

Bill Hajek: Can I suggest too that on the survey you make sure that you show the new driveway. We're looking at a plan for a gate without a drawing.

Robert Caruso: It has to show everything. As Lisa said, you get the horse before the cart.

Shannen McCaffrey: But I think it's like nobody wants to be the first one is the problem. So okay, so we're kind of working.

Lisa Perillo, Esq.: Kind of like approving it in a vacuum not knowing what's going on. Yeah.

Shannen McCaffrey: Yeah exactly. But so, I'll discuss...

Robert Caruso: But we don't know what we're approving because we don't know. You know what I mean?

Shannen McCaffrey: Well, I can't... The assessor won't do the address until the driveway. And so I'll just get everything written so that we're all on the same page.

Robert Caruso: Thank you very much.

Shannen McCaffrey: Thank you for your time.

GUILD HALL OF EAST HAMPTON – 158 MAIN STREET – SCTM#301-8-5-3
SCULPTURE

Robert Caruso: Okay, the next item on the agenda is Guild Hall, 158 Main Street. And is the applicant present? Thank you. Welcome to the podium. Introduce yourself and good morning.

Philippa Contents: Good morning, I'm Philippa Contents. I'm the museum registrar and exhibitions coordinator at Guild Hall. I'm here to request a renewal of the approval you guys gave last year for the Tony Rosenthal Cube Sculpture that's in front of the museum. As most of you might know, the cube was first installed in front of Guild Hall in 1972. It's been there a really long time. It's a beloved fixture of East Hampton. Um, and then it fell into disrepair, so we had to remove it. It was rusted. It would no longer spin. And the Rosenthal Foundation generously agreed to restore it for us. So, we were very excited when it was able to be replaced last summer. And we just would like to have it be able to live or at its home for as long as possible.

Robert Caruso: And how long would you like this extension for?

Philippa Contents: As long as you're willing to grant it. I put a year on the application.

Robert Caruso: I think normally it's six months.

Bill Hajek: If it's six months, then...

Robert Caruso: Billy?

Bill Hajek: Yes, six months.

Robert Caruso: So, we could do it for six months, and then you could come back and, you know, make another application. Okay. I have no problem with that. Board members?

Sherrill Dayton: Does it turn?

Philippa Contents: It spins, yes. Come and spin it. Yeah.

Sherrill Dayton: I didn't know you could. They had trouble with, I don't know, the windstorm or whatever, and they had to reweld it.

Philippa Contents: We had it restored. It spins now again.

Sherrill Dayton: It's pretty neat.

Philippa Contents: It's beautiful, right?

Robert Caruso: Well. Thank you. Do I have a motion to approve the application?

Ann Duffey: I'll make a motion.

Robert Caruso: Ann, thank you. And do I have a second?

Susan Davies : I'll second.

Robert Caruso: Thank you very much. All in favor?

Board in Unison: Aye.

GUILD HALL OF EAST HAMPTON – 158 MAIN STREET – SCTM#301-8-5-3
SIGNAGE

Robert Caruso: Great. And now the other application you have is for the signage. Thank you. Welcome.

Jon Maas: Thank you all. Thank you. Good morning. My name is Jon Maas. I'm the owner's representative and project manager for all the projects that are going on at Guild Hall right now. Very happy to note that the theater is wrapping up very soon, but we're here again for signage at the front of the building. The package that we sent you, what we submitted on page three, shows what was approved last time. We're here just focused on two signs at the front of the building. One is what we were referring to as the event totem, which you approved last time. Um, and the other one is a building identification sign just on the other side of that block. When it comes to the build, when it comes to the event totem, in terms of design, in terms of aesthetics, there will be no change to that. We're asking for a variance from the Zoning Board of Appeals to let that be a backlit sign. Um, and that's really being driven primarily because of the substantial cost at Guild Hall goes through in order to continue to print static signs and put them up over and over and over again. Um, so, uh, that's that. Again, in terms of the aesthetics, we don't think that the sign, the size of the sign, the location of the panel, none of that would change relative to the design that was approved last time. Um, when it comes to the um, building identification sign, that's the letter forms that say Guild Hall. Uh, and I believe that's noted on, I think it's page nine, ten, 11 and 12. Um, and that is again sitting low to the ground on the right side as you're facing the entrance. And really, they're primarily to provide clarity for people who are coming in from out of town to know what the building is. Okay. I'll pause there. I can answer any questions that you might have.

Robert Caruso: Any questions so far?

Ann Duffey: The height is 19?

Jon Maas: The height of the building... You're talking about the building identification sign, right? It's not... The letter form itself is 19in high, the capital letters. The capital letters are 19in high. The lowercase letters are 13in high and they sit on a base that is 9.5in high, and that base will be concealed with landscaping.

Robert Caruso: Thank you.

Ann Duffey: That's 28.5 total?

Jon Maas: Yeah 28.5in total. Total height.

Ann Duffey: A lot. (Brought out tape measurer to demonstrate how tall the sign would be)

Sherrill Dayton: If I may make a comment. I don't like the name change from Guild Hall, you know, the founding trustees named the gallery in honor of the Thomas Moran. He died in 1926, and the theater was in honor of John Drew. And he died here a year later. And he was president of the players in New York City. And both men were very much respected and honored in the community. And the, uh, I give a lot of credit to the wonderful, generous donors that brought it into the 21st century. But, uh, I think, however, the memory of the trustees makes really the upgrade meaningless. The... I don't know, I can't go along with the name change, but it's always been the John Drew Theater. And when I was a young pup, I was in the Guild Hall Players quite a few years. We put on a lot of shows. I built a lot of scenery. And, uh, I have a lot of respect for Guild Hall and all the activities they had. But I just soon see the name John Drew Theater remain.

Jon Maas: Uh, I'm probably not the best person to speak to that. I appreciate that concern. And I know that when it comes to those types of changes, they are not done quickly. They're not done without deep consideration. Yeah. Um, they should be considered for many different factors associated with it. But, um, I'm probably not the best person to speak to it.

Ann Duffey: I do have a question about this. Um, is Guild Hall... Is the name anyplace else on the building or this is the only place that it is?

Jon Maas: On the event totem at the top in smaller letters. it does say Guild Hall. The concern there is that as people are driving down the street, obviously a lot of people from East Hampton know Guild Hall well, but there are a lot of people from outside of East Hampton that are coming to see the shows. And so, the intent was to try to provide a sign that was very clear that they could see from a distance.

Susan Davies : I feel like this is a little too large as you enter the Village. The style of it is to me, fine. But you've got 9.5in and then another 19in. You're way up here and it's a little out of...

Robert Caruso: And we're coming up with almost 30in, am I correct?

Ann Duffey: Yeah, it's 28.5.

Susan Davies : By at the time you've got the base plus your 19, it's 28.5.

Heather Baris: I feel like we need to see a prototype? It's very big.

Robert Caruso: It's sort of startling in a way. I don't really know why you need it. Why do you need it again?

Susan Davies : GPS tells everybody where Guild Hall is.

Lisa Perillo, Esq.: Can I just put on the record that one of the Board members has a tape measure that was extended out to how many inches was it? 28in just as a visual cue, You can explain.

Ann Duffey: It's 28.5in, which is the overall height that is.

Lisa Perillo, Esq.: Which was used as a visual clue for the for the rest of the Board.

Jon Maas: I can say that when two by four, the designers came out, they looked at... They did mock it up. They had large pieces of paper where they looked at it, and they were actually thinking that in that context, in, you know, the large landscape in front, the streetscape, the sidewalk, the size of the building, they were actually looking at a larger sign and they scaled it down, knowing that the size would be a concern. So, we were trying to keep it a modest size given that particular context. Um, so that was... That was one of the... It was definitely considered. And the concern was that maybe it just gets too small, and it doesn't get noticed.

Ann Duffey: And the overall width?

Jon Maas: The overall width of the sign is nine-foot five and three quarter inches, nine foot six.

Robert Caruso: It's a little... I think it's just too much and I don't... everybody knows Guild Hall, and if they're coming from anywhere else, I just feel that it's just too overwhelming. I don't think it's necessary anyway.

Sherrill Dayton: I don't think so either.

Robert Caruso: Uh, and I don't... I don't know, it's a little to my attitude, it's a little too brash for East Hampton. It's a little too much. It's over the top. It's not like we're in a big, large city, a metropolitan area where we need to say this is the MET. The don't have something this large in a little village and everybody knows Guild Hall. There's only one Guild Hall, am I correct? There's not that many.

Sherrill Dayton: It's not Lincoln Center.

Robert Caruso: It's not Lincoln Center.

Jon Maas: Understood. Again, I think it was mostly driven by other people who don't know East Hampton and well, coming in and trying to make sure they knew what the building was. I know that you can't opine much on hypotheticals. Would you entertain a smaller sign? Could we come back with a smaller sign or. Um, because I'm also hearing concern about the sign in and of itself, and we would like to take another pass at it. Perhaps we can mock it up and take some photographs and show what it would look like in front of the building, and maybe that would...

Robert Caruso: Well, why don't you do that then? Make it much smaller, though. And how many... 9.5ft wide, we don't need, uh, that it's too large.

Susan Davies : I have a question about these... You want to backlight these information totems? They're not going to change the visual like on Montauk Highway all the time?

Jon Maas: No, we... I appreciate that question. In our application to the Zoning Board of Appeals, we preemptively address some of those issues. We said that we would have no moving images whatsoever. I think we said that we would not change that image any faster than once per minute. Um, and we said that we would turn that sign off after hours.

Susan Davies : Once permitted, you're going to change the...

Jon Maas: The intent is that there are many, many offerings at Guild Hall, and so they can only advertise one on that sign at a time unless they are printing and changing, going out, removing the graphic, putting another graphic on there, spending \$30,000 or \$40,000 a year on that type of thing. Um, so the idea is that allow them to use technology in a way that's not offensive visually, but at the same time allows them to change the image to... basically allow people to know more of the offerings more frequently. So again, certainly the intent is not to do a constant changing image by any means. Um, certainly not moving images like you see in the city all the time. This is only just to have one static image and to be able to change that static image. Fade one off, fade one on every minute. No more frequently than once a minute. Um, and we can change that. We're happy to... We're happy to adjust that, to address concerns.

Heather Baris: How vibrant is this? I see that it's being lit from below in the evening, but during the daytime, how vibrant is it?

Jon Maas: Well, I don't think during the daytime it would be any different than the sign that it is that's there right now. We can't... We wouldn't be able to make it any brighter. Um, so the intent is there if we don't... If it's not approved, then we would be putting a traditional light that cast light up onto the sign. That would be there around the clock, like many, many other signs around.

Robert Caruso: Thank you. Billy, what's your input on this and the lighted signs? Thank you.

Bill Hajek: Thank you. Yeah. Good morning, Board members. Billy Hajek. So, as it was indicated, the, you know, backlit signs are prohibited by our Zoning Code. So, they are before the Zoning Board for a variance. I believe the variance is also required for the amount of signage. I think they're exceeding the allowable signage. I think that sounds like the Design Review Board has picked up on that and is asking for things to be tightened up a little bit. So, in terms of if they want to come back and ask for something different, that's between you and the Board. This is a special permit because it's a special permit property. So, you're also conducting your preliminary review before going to the Zoning Board for variances and the issuance of a special permit. So, I think you're giving the applicant good guidance and direction in terms of what way to head though.

Robert Caruso: Okay. So basically, you'll have to go for your special permit and then I guess this comes back to us. This will conclude the preliminary review and we'll see what happens then and then we'll go from there.

Sherrill Dayton: Well, you do have Guild Hall on the billboards there. I mean everybody knows Guild Hall and somebody's just coming into town and take one look at it, and it doesn't take long to find out just what it is.

Jon Maas: Again, understood. We don't disagree with that. It's well known and well-loved in East Hampton. It's really about... There are many people coming from outside that don't know Guild Hall. They don't know the location. And that's really trying to just make sure that people know it, as opposed to not being clear what driving around the block a couple times until they're very clear on what it is. So, while I might be surprised that some people would not know that building, seeing it as a very unique building. It's the case a lot of people don't know, and so they circle the block and do U-turns in people's driveways trying to find it. So, we're just trying to make it a little bit clearer for those who don't know Guild Hall.

Robert Caruso: My personal opinion is I don't really think that we need to have a lot of lighted signs around Guild Hall, and I don't think it's a good idea to have flashing lighting and having things that are moving and rotating. I just don't see that for the Village of East Hampton. I think it's a little over the top and it is too eye catching. So, do we really need eye catches in East Hampton? The Village has always liked things sort of subdued and a little understated. I think things are nicer when they're understated as opposed to overstated and accentuated and highlighted. And I think that this... My own opinion is that in this kind of direction you're going into, I think it's a little much. That's my own opinion.

Susan Davies : It's also distracting when you're driving, I think if things change and change and change.

Robert Caruso: It's not relaxed and subdued. It's like, why do we need that? Well, we know Guild Hall. We all respect it. We know that they have dynamic programs and interesting programs. But do we need lighting to that level or changing lighting, my own opinion is no.

Jon Maas: Understood. Just to be clear, we're not looking at flashing signs. We're not looking at moving images. It would always appear to be a static image. Always. It's just the expense of doing it is rather substantial. The waste of throwing these things away over and over again. Guild Hall is trying to let people know what they're offering. They have shows in the galleries, they have shown in the theatre. So, that really is the intent not to try to do more, to call attention to itself. Aesthetically, it's definitely not the case. So, I just wanted to... I understand the opinion. Um, it's really driven less about, hey, uh, it's drawing attention to itself. It's more about letting people know what Guild Hall is offering for the good of, you know, for the good of the community.

Ann Duffey: And how are you doing the signs now? How often are they changing?

Jon Maas: Um, I'm not sure.

Lisa Perillo, Esq.: Come on up to the podium. State your name for the record as well.

Andrea Grover: Hello, I'm Andrea Grover. I'm the executive director of Guild Hall. Nice to see you all. We are changing the signs about every six weeks now because of the expense. It's about \$600 to have the signs changed each time. And we have over the summer, we have about 40 public programs in the theater. Plus, we'll have two more exhibitions. So we can only fit four events on the sign. So you see, we're not really advertising what we do. And, um, Guild Hall, of course, relies on earned income and contributions and not being able to get the word out about what we're offering means that we're not selling as many tickets. And the financial sustainability of the institution is critical. I mean, it has been around for 93 years because of the generosity of the community and people purchasing memberships and coming to our programs. But if we're not advertising them, um, people, they do know what Guild Hall is, but it doesn't even say outside theater museum, you know? So, it is a little bit oblique for people who are coming in from out of town.

Robert Caruso: So, as I said, this concludes our preliminary review. Get back to us. Thank you.

Jon Maas: Thank you very much.

Robert Caruso: Okay. Um, any other questions or comments? If not, then I would entertain a motion to adjourn.

Sherrill Dayton: I'll make a motion.

Robert Caruso: Sherrill, thank you. Do I have a second?

Kristin Corwin : I'll second.

Robert Caruso: Thank you. Uh, all in favor?

Board in Unison: Aye.

Robert Caruso: Great. Thank you all.

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VILLAGE OF EAST HAMPTON, NY
DATE: 8/27/24
TIME: 3:55 PM

Gabrielle McKay

