

The Planning Board of the Village of Montebello held a meeting on Tuesday, November 9, 2010 at the Montebello Community Center, 350 Haverstraw Road, Montebello, New York. Chairman Rubin called the meeting to order at 7:20 p.m. and led everyone in the Pledge of Allegiance.

PRESENT

Al Rubin, Chairman
Michael Iatropoulos, Member
Anthony Caridi, Member
Thomas Ternquist, Member
Clerk
Melanie Golden, Member

OTHERS

Warren Berbit, Village Attorney
Robert Geneslaw, Village Planner
Martin Spence, Village Engineer
Gloria Scalisi, Planning & Zoning

ABSENT

Jane Burke, Member

Member Iatropoulos made a motion to approve the minutes of August 10, 2010, seconded by Member Ternquist. Upon vote, the motion carried unanimously.

Member Iatropoulos made a motion to approve the minutes of September 14, 2010, seconded by Member Ternquist. Upon vote, the motion carried unanimously.

**Empire Executive Inn (Crowne Plaza)
Architectural Review
Sign Permit Approval—Public Hearing**

Application of Empire Executive Inn, LLC (Crowne Plaza Hotel) 3 Executive Boulevard, Montebello, New York 10901, for Architectural Review of a revised building façade and porte cochere (covered entrance) resulting from the conversion of existing Holiday Inn Hotel to Crowne Plaza Hotel, and Sign Permit Approval relating to replacement monument and gateway signs. The subject property is located on the south side of Executive Boulevard approximately 1500 feet from the intersection of North Airmont Road in the Village of Montebello, which is known and designated on the Ramapo Tax Map as Section 55.07, Block 1, Lot 5 in a LO Zone.

The Chairman ascertained that due notice of the Public Hearing was given, and the Public Hearing was opened at 7:30 p.m.

The Applicant, Mr. Joshua Goldstein, a member of the LLC, was in attendance along with the Applicant's Attorney, Mr. Michael Klein 2 Executive Blvd, Suite 300, Montebello, New York 10901 and the Applicant's Architect, Mr. Michael R. Lisowski, from Otte Architecture, 116 Chambers Street, 4th Floor, New York 10007.

Mr. Klein stated that in June of 2010 Empire Executive purchased the former Holiday Inn property, by doing so they prevented the property from being foreclosed. In conjunction with purchasing the property, Empire Executive was in discussion with a number of hotel chains and eventually negotiated a contract with Crowne Plaza. Mr. Klein stated, as part of the negotiations, Empire Development would undergo significant renovations and improvements both structurally and architecturally, the footprint of the building will not change. Mr. Klein stated that the changes are in visual appearance; the front façade; the coloring; the signage and dramatic changes to the rooms and the whole look of the interior. Mr. Klein reiterated that the footprint of the building would not change.

Mr. Klein discussed the architectural review of the application which affects the front façade, the building, the coloring and the porte cochere in the front. The second aspect of the application is the signage. Mr. Klein stated that the proposal is to replace the

identification sign along Executive Boulevard right by the entry way; a directional sign proposed at the north-west corner of North Airmont Road at the intersection of Executive Boulevard; the lettering on both sides of the porte cochere will be replaced with the new Crowne Plaza logo and lettering on the front edge of the porte cohere.

Mr. Michael Lisowski, the Applicant's architect, discussed the proposed changes to the façade of the building- to update the look from the "80's" to a more timeless, simple, clean look. Chairman Rubin questioned the applicant if the color motif is the same from one Crowne Plaza to another Crowne Plaza. The Applicant responded that all Crowne Plazas utilize the same color motif. The major color of the building would be an off white color with dark bronze and red banding. Mr. Lisowski discussed the details of the waterfall under the port cochere. Mr. Lisowski stated that all the improvements are understated and classy.

Mr. Joshua Goldstein informed the Board that their biggest competitor in Rockland County is the Pearl River Hilton in Pearl River.

Chairman Rubin would like details of the lighting, in terms of spillage, to be provided to the Village Engineer, Martin Spence.

Mr. Goldstein stated that all the windows will be replaced with tinted windows and the color scheme of the building will wrap all the way around.

Chairman Rubin believes the proposed changes look tasteful and will be a positive change to the neighborhood but the Planning Board has not received any landscaping plans with this application.

Mr. Klein responded that at the moment they are working in phases and they are under strict time limits in terms of the agreement with Crowne Plaza.

Mr. Klein discussed the signage, the proposed building identification or gateway sign is almost identical in size to the existing Holiday Inn sign; the proposed sign is 99 square feet and the existing sign is 96.3 square feet.

Chairman Rubin informed the Applicant that the sign exceeds the Village sign regulation. Chairman Rubin believes the color of the signs is more subtle than what existed but the size is "mammoth". Mr. Lisowski replied that the sizes are designed by the recommendations of Crowne Plaza.

Mr. Lisowski discussed the proposed sign to be placed on Airmont Road. It will be a limestone sign in the Rockland County Right of Way.

Member Iatropoulos questioned the Applicant on placement of the sign in relationship to the steel circular sculpture. Mr. Lisowski replied that the sign will be on the opposite corner of the sculpture.

Mr. Klein stated that up until recently there was a sign with removable lettering right next to the sculpture that the Applicant has since removed and will not be replacing that sign.

Mr. Robert Geneslaw, Village Planner, discussed the October 26, 2010 CDRC minutes (copy attached).

Mr. Klein stated that the Planning Board's approval would be subject to Rockland County approval of the monument sign. Mr. Klein assured the Board that they have received a verbal approval from Rockland County but are still awaiting a written approval. The purpose of the monument sign is to direct people from Airmont Road to the direction of Crowne Plaza.

Chairman Rubin questioned the lighting of the Monument (directional) sign. Mr. Lisowski replied that the monument sign will be face lit from the exterior ground up.

Member Iatropoulos stated that the monument sign is very big for the space proposed.

Chairman Rubin questioned the Applicant on whether or not the monument sign would be landscaped. Mr. Goldstein replied that there are no plans to landscape the Monument sign at this moment. The space available is very limited.

Member Caridi questioned the Applicant if the County has any objection to how close the proposed monument sign will be to the road. Mr. Klein replied that the County made no objections but they do not have anything in writing as of yet.

Member Iatropoulos questioned the conformity of the sign to the Village laws. Mr. Geneslaw replied that the height conforms but the area is a little bigger than what the code calls for. Mr. Geneslaw continued by stating that there is a provision in the code that allows adjustments to the regulations for special circumstances. Mr. Geneslaw believes that the sign should be big enough for people to see in order to be able to shift lanes in time to turn into the hotel.

Member Golden believes that the monument sign should be large enough to read on Airmont Road for safety reasons.

Mr. Martin Spence, Village Engineer, informed the Board that he visited the site where the proposed monument sign will be erected. Mr. Spence stated that there is a fairly large level area to which the sign as proposed would likely fit. Mr. Spence would like the Applicant to erect a template in the size of the monument sign and place it where it is proposed so therefore the Planning Board can visually be able to come to a decision.

Chairman Rubin agrees with Mr. Spence and would like the Applicant to erect a template of the monument sign.

Mr. Warren Berbit, Village Attorney, suggested to the Applicant to switch the monument to the gateway sign and the gateway sign (not as tall) to the monument sign. Mr. Goldstein agreed with the Village Attorney and stated that it was a good idea. Chairman Rubin also agreed with the switch and stated it will be less obtrusive to the cars driving south on Airmont Road.

Mr. Klein stated that the Applicant will review the sizes and recommendations of the signs and erect mock ups of the signs. Mr. Klein will inform the Planning and Zoning Clerk once the mock ups are erected.

Mr. Lisowski discussed the third sign of the application, the pylon sign. Mr. Lisowski stated that they are proposing replacing the Holiday Inn pylon sign with a Crowne Plaza pylon sign. The sign will be the same as existing sign but with the new company logo. Mr. Lisowski informed the Board that they would not be changing the lighting of the pylon sign. Chairman Rubin questioned the Applicant on the translucency of the sign. Mr. Goldstein responded that the material is the same.

Mr. Geneslaw would like the applicant to supply the Planning Board with a sample of the pylon sign that is representative of the Crowne Plaza red color. Mr. Goldstein supplied the Planning Board with a sample of "Rustic Brick/BM 2091-20" color that will be used.

Mr. Geneslaw would like the Applicant to explore using a light barrier vertically along the northerly side of the pylon sign so that there is less direct light reflected to the north. Mr. Geneslaw mentioned that there have been past discussions on whether the pylon sign was part of the original site plan and the Planning Board received a memo, dated 11/9/10, from the Village Building Inspector, Lawrence Picarello, discussing the original signed site plan dated 6/21/77 (copy attached).

Mr. Klein discussed landscaping on Executive Boulevard which happens to be a Village road and the plantings are in the Village Right-of Way. Mr. Klein stated the Applicant, at their cost, would maintain and beautify the landscaping along Executive Boulevard and at the CDRC meeting they were told to discuss the plans at the Planning Board. Mr. Klein discussed removing the pine trees at the north side of the property but the Applicant has not submitted a plan because they are still in the discussion phase.

Mr. Berbit informed the Planning Board that the Village Board has ultimate authority on "who does what" to Village property; the Planning Board may make recommendations on the design.

Member Iatropoulos would like the Applicant to take before and after pictures for the landscaping plans.

Mr. Klein expressed his concern over the rigid time constraints for the Crowne Plaza opening and would like Architectural Review Board approval on the Façade and the port cochere so that the work can begin.

Chairman Rubin made a motion to approve the Architectural changes to the façade, port cochere, windows and accept changes in colors and material as presented at the November 9, 2010 Planning Board meeting, seconded by Member Iatropoulos. Upon vote, the resolution carried unanimously. Mr. Berbit will put together a formal resolution at the next Planning Board meeting on December 14, 2010.

Member Iatropoulos made a motion to continue the Public Hearing for Sign Permit Approval for Empire Executive "Crowne Plaza" until the next scheduled Planning Board meeting on December 14, 2010, seconded by Member Ternquist. Upon vote, the motion carried unanimously.

New Business

Brief discussion on the October 26, 2010 minutes.

Member Iatropoulos made a motion to adjourn the meeting, seconded by Member Golden. Upon vote, the motion carried unanimously. The meeting adjourned at 8:50 p.m.

The members of the Planning Board went into a workshop session which ended at 10:10 p.m.

Respectfully submitted:

Gloria Scalisi, Planning & Zoning Clerk

Appendix:

VILLAGE OF MONTEBELLO
CDRC MINUTES

CDRC Meeting Date: October 26, 2010

Project Name: Crowne Plaza (Empire Executive Inc.)

Map Date: _____

Subdivision____ Amended Site Plan____ Special Permit____ Sign Plan ✓ Wetlands
Permit_____

Preliminary_____ Final_____ Informal Discussion _____ Tree

Removal_____ ARB ✓

Application ready for Board? Yes ✓ No _____

Last day for Board Decision: _____

SEQRA Status: Type II Action - not subject to
SEQRA

| <u>Professional Fees- (LL #3 of 1991)</u> | <u>Date of Last Bill</u> | <u>Amount</u> | <u>Paid</u> | <u>Outstanding</u> |
|---|--------------------------|---------------|-------------|--------------------|
|---|--------------------------|---------------|-------------|--------------------|

FAILURE TO PAY OUTSTANDING FEES MAY RESULT IN THE DENIAL OF APPLICATION OR REFUSAL TO CONTINUE PROCESSING.

Remarks:

1. PB has discretion to hold public hearing, See Sec. 195-59E. CDRC recommends joint public hearing for ARB (façade) and PB (sign); applicant agreeable, Gloria to follow up.
2. Three signs proposed:
 - a. Monument sign at northwest corner of Airmont Road and Executive Blvd.; in County Right of Way – county approval expected.
 - b. Gateway sign, off Exec. Blvd. near gazebo (replacement but larger than existing sign)
 - c. New face plate for existing pylon sign.
3. One sign to be removed, on Airmont Road facing north bound Thruway off-ramp.
4. Building entrance (porte cochere) to use existing piers and structures; small water feature to be included, façade colors to be changed, room windows to be replaced and tinted.
5. No proposed changes to parking lot layout.
6. Planting beds to be retained; plantings to be refurbished and enhanced, planting plan to be provided.
7. Applicant offers to refresh and enhance Executive Blvd. plantings; replace pine trees (north side) and assume responsibility for maintenance. Planting plan to be provided. Will coordinate with Village.

Village of Montebello
Building & Zoning Department
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Lawrence A. Picarello
Building Inspector

Frank Wilson
Fire Inspector

MEMORANDUM

**TO: WARREN BERBIT, VILLAGE ATTORNEY & MONTEBELLO
PLANNING BOARD**

FROM: LAWRENCE PICARELLO, BUILDING INSPECTOR

SUBJECT: HOLIDAY INN/ CROWN PLAZA SIGNS

DATE: 11/9/2010

RECEIVED
NOV - 9 2010
Planning & Zoning Clerk

Review of the files and the signed site plan dated 6/21/77 shows three signs, with the locations A, B, and C as originally designated on the signed site plan.

Sign A, located at the South East corner of North Airmont and Executive Blvd. was approved at 60 s.f. (each side). The new proposed location is at the North West corner of North Airmont and Executive Blvd., and the proposed size is approximately 87 square feet. As this location is on a separate lot from the hotel, all legal requirements for placing the sign here must be met. Additionally, the location must be well back and angled as not to impact the sight line distance.

Sign B, located at the entrance proper to the hotel parking lot is described as being 10 S.F. on each side. The proposed sign is shown on the opposite side of the entry driveway and is approximately 98 S.F. on each side. Again, the location should not impact the sight line distance.

Sign C is the 120' high highway sign, where the proposed change is to the sign face only.

Although the Building Inspector does not typically comment on the appearance of matters before the Planning Board, the materials and colors are more understated and contemporary than the traditional Holiday Inn green and white.