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 June 25, 2018 A.R.C.

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 Brad K. Schwartz
 Lisa F. Smith
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 Edward P. Teyber
 Michael D. Zarin

Also admitted in D.C.
 Also admitted in CT
 Also admitted in NJ

By Email and Hand Delivery

Hon. Loretta Taylor
 Chairman of the Town of Cortlandt Planning Board
 and Members of the Planning Board
 Town Hall
 1 Heady Street
 Cortlandt Manor, New York 10567

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 Sent 6/20/18

Re: Acadia Cortlandt Crossing LLC ("Acadia")

Dear Chairman Taylor and Members of the Planning Board

We represent Acadia in connection with its Cortlandt Crossing Project. We are pleased to submit an updated building wall and pylon signage program that reflects the Project's two major retailers, ShopRite and Homesense. We respectfully request that the Board review and approve the signage program at your July 10, 2018 meeting. Acadia must order the final approved signage as soon as possible to open the retail center this Fall before the holidays.

Enclosed please find a Signage Program Narrative and drawings prepared by Divney Tung Schwalbe and SBLM Architects. Acadia believes its proposed building wall signage is appropriate for the scale of the approved building and distance from Cortlandt Boulevard. The locations of the two pylon signs were shown on the Site Plan previously approved by the Board. The proposed signage is also consistent with the amended sign regulations adopted by the Town Board on June 4, 2018. Acadia looks forward to appearing on July 10th, and is hopeful that the Board will approve the signage that evening.

Respectfully submitted,

ZARIN & STEINMETZ

By: _____
 David S. Steinmetz
 Brad K. Schwartz

cc: Thomas F. Wood, Esq.
 Acadia Cortlandt Crossing LLC



The Planning Board and Architectural Advisory Council previously reviewed the conceptual signage program as part of the extensive site development plan review and approval of the Cortlandt Crossing project. As a result of the collaborative review process, Cortlandt Crossing will provide a modern and attractive shopping destination in the Town of Cortlandt. Construction of the 130,000-square foot retail project is steadily progressing and on track to be completed this Fall, with two major retailers, ShopRite and Homesense, proposed to anchor either end of the main retail building (also known as individual Buildings A and B).

The ShopRite and Homesense stores will have frontages of over 320 and 200 feet, respectively. Both will be set back over 360 feet from Cortlandt Boulevard. In the Applicant's opinion, the signage proposed for these two tenants is appropriately-scaled and compatible with the proposed architecture, store height and distance from Cortlandt Boulevard. Consistent with recommendations by the American Planning Association, the signage has been designed to communicate the identity of the stores while fitting into the geometry and proportions the building.¹

The proposed signage is also consistent with the amendments to the Cortlandt Town Code Chapter 245, Signs, adopted by the Town Board on June 12, 2018, as described below.

Freestanding Plaza Identification Sign

Proposed Signage

The Applicant proposes two freestanding plaza identification signs consistent with the sign locations approved as part of the site development plan.

As shown on enclosed Figure 1, *Pylon Signage*, each freestanding sign would be approximately 19-feet high with a total sign area of 120 square feet. The proposed freestanding signs would include a total of 80 square feet of tenant signage for ShopRite, Homesense and additional Cortlandt Crossing tenants. The signs would also include 18 square feet (or 15%) devoted to plaza identification and address signage. The balance of the sign area includes the blank area near the base of the sign. A proposed decorative brick upright of no more than 12 inches by 12 inches is proposed, which is excluded from the overall sign calculations per the amended definition of sign area. The table below summarizes the proposed signage for the freestanding signs.

¹ Morris, M., M. Hinshaw, D. Mace, and A. Weinstein. (2001). *Context Sensitive Signage Design*. Chicago: American Planning Association. Chapter 3, Aesthetic Context.

	Site with 500,000 Square Feet or Greater or sites location on Cortlandt Boulevard greater than 120,000 SF	
	Required/ Permitted	Proposed
Freestanding Identification Signs		
Maximum Number of Signs	3	2
Maximum Height	24'	19'-7"
Maximum Sign Size		
2 signs (each)	120 SF (each)	120 SF (each)
Plaza Identification Sign	15% (18 SF)	15% (18 SF)
Business Signs (on Freestanding Sign)		
Area Devoted to Tenant Signs	80 SF	80 SF
Maximum for one tenant sign	20 SF	30 SF
Maximum tenant signs	4	4

Code Compliance with Requested Increase

The proposed freestanding signs would comply with the maximum height, maximum sign size, and plaza identification sign requirements.

The Applicant is asking the Planning Board to exercise its authority under the amended sign regulations to approve an increase in the individual ShopRite sign from the maximum permitted for any one tenant of 20 sf to the requested 30 sf. This is a 50% increase. The Planning Board is authorized to increase sign area by up to 100% under the amended code.

Business Wall Signs

ShopRite Store

Proposed Signage

As part of its new supermarket, shown on enclosed Figure 2, ShopRite is proposing a wall signage program that would provide identification and wayfinding for the store and the expanded services that will be offered to customers at Cortlandt Crossing. In order to meet this objective, the Applicant is proposing a total of 400 square feet of wall signage, and a maximum letter height of 8". The table below summarizes the proposed signage for the ShopRite wall signage.

	Site with 500,000 Square Feet or Greater or sites location on Cortlandt Boulevard greater than 120,000 SF	
	Required/ Permitted	Proposed
Business Wall Signs		
Anchor Store Category	Over 60,000 SF	71,000 SF
Sign Size		
Base Size	160 SF	
Adjustment Factor (for signs over 300 feet from Right-of-Way)	1.6	
Total Size	256 SF	400 SF
Letter Height	4'	
Signs (excluding "ShopRite")		2'-5"
"ShopRite" Sign		
-Letter "S"		8'
-Average Letter Height		5'-11"

Code Compliance with Requested Increase

Acadia is seeking that the Planning Board approve the proposed ShopRite signage of 400 sf, which represents an increase of approximately 56% from the maximum permitted of 256 sf.

The Applicant is also seeking approval to increase the letter height from a maximum of 4 feet to 8 feet (100% increase) for the proposed main "ShopRite" store sign. Six of the proposed letters would exceed four feet, but only the "S" is proposed at 8 feet in height. Overall, the average height for all letters is 5'-11".

In the Applicant's opinion, the proposed signage has been designed to be compatible with the scale of the proposed ShopRite building, which will be set back approximately 360 feet from Cortlandt Boulevard. With the change in elevation between Cortlandt Boulevard and the proposed retail building, the proposed ShopRite signage will be located between 375 to 400 feet from the travel lanes. As show on Figure 2, the area of the façade where the "ShopRite" sign would be installed is 14 feet high and over 62 feet long. The Applicant believes that the requested increases of 56% and 100% for the wall signage and letter height, respectively, are appropriate for the scale of the building and distance from Cortlandt Boulevard

Homesense Store

Proposed Signage

As shown on enclosed Figure 3, the proposed Homesense sign would be a total of 196 square feet, including the sign panel. The table below summarizes the proposed signage for the Homesense wall signage.

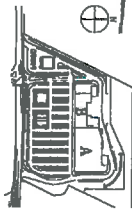
	Site with 500,000 Square Feet or Greater or sites location on Cortlandt Boulevard greater than 120,000 SF	
	Required/ Permitted	Proposed
Business Wall Signs		
Major Store Category	15,001 – 60,000 SF	25,000 SF
Sign Size		
Base Size	120 SF	
Adjustment Factor (for signs over 300 feet from Right-of-Way)	1.6	
Total Size	192 SF	196 SF
Letter Height	3'	2'-8"

Code Compliance with Requested Increase

Acadia is requesting that the Planning Board approve the proposed Homesense signage of 196 sf, which represents an increase of approximately 2% above the maximum permitted of 192 sf. The letter height would comply with the code without an increase by the Planning Board. In the Applicant's opinion, the proposed signage has been designed to be compatible with the scale of the proposed Homesense building, which will be set back approximately 360 feet from Cortlandt Boulevard.

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COMPLIMENT CROSSING
 3180 MAIN STREET, SUITE 69
 CORLANDI, NY 10547

PYLON SIGNAGE
 017918
 AS NOTICED
 05-28-2010

SK-83

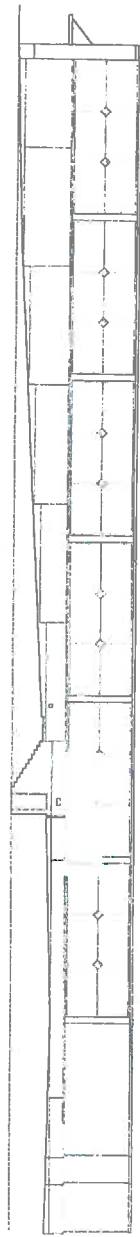
FIGURE 1

PROPOSED FREESTANDING SIGN





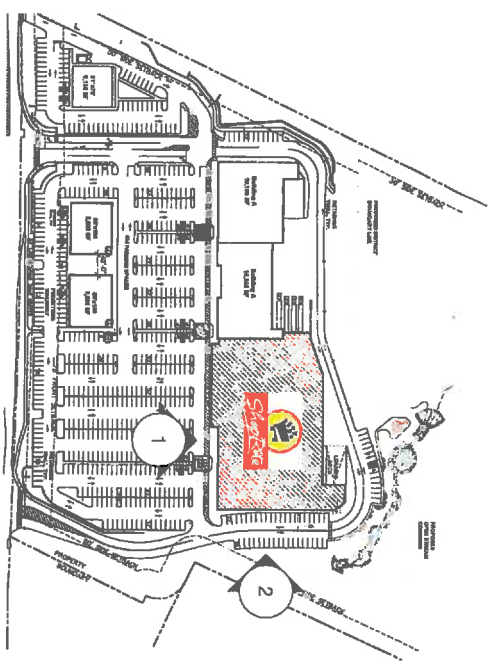
(1) Shoprite Front Elevation



(2) Shoprite Side Elevation

Total Shoprite Signage = 400 SQFT

Shoprite - Proposed Tenant Signage



SBLM

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FIGURE 2

Conrad Conway - Shopping Center Proposals
 Proposed Tenant Signage
 02-15-2017

