

**Advisory Board on the Visual Environment
VEB (Minutes)
Tuesday, September 8, 2026 at 7:00 p.m.**

Present: Jan Johnsen

Anne Marie Risoli

Kai Sheng

Also Present: Danalys Nazario, Assistant Building Inspector

Stacey Nachtaler, Village Board of Trustees, Liaison

Maria Slippen, Village Board of Trustees, Liaison

Maria Slippen, Tyler Blaire, Vincent Silvestri, Danalys Nazario.

- 1. Sign Extreme, Inc. – Mindset Cannabis Shop – 370 S. Riverside Ave.** The applicant, Tyler Blaire (TB), presented the proposed signage located at 370 South Riverside Avenue. TB explained that, because the property is a corner lot, signage is proposed for two storefronts: one facing Benedict Boulevard and one facing South Riverside Avenue.

TB clarified that the projecting sign proposed for the South Riverside Avenue storefront had been revised to 36 inches to address the requirements of Village Code Section 230-44 (P)(4)(a)(3). A revised elevation was distributed to the Board members for review.

The illumination requirements of Village Code Section 230-44 (E) *Illumination*, were read aloud. TB further confirmed that there would be no neon signage or Day-Glo type materials and that the proposed illumination would not create a source of glare.

The board members requested additional samples and clarification regarding the appearance of the signage when illuminated. Questions were also raised regarding how noticeable the proposed signage would be in comparison with other signage in the surrounding area.

TB explained that the proposed lighting would consist of low-voltage LED lighting, with the light illuminating through opaque acrylic lettering against a black background. He provided samples of the proposed acrylic lettering for the Board's review.

The Board discussed whether the lighting could be placed on a timer and whether a dimmer could be incorporated to allow the brightness to be adjusted if necessary. TB indicated that a timer could be provided for the signage.

Anne Marie Risoli (AMR) indicated she would like to view another sign installation completed by the applicant that was similar to the signage being proposed. TB and AMR made arrangements to view such an installation the following day.

AMR suggested that the sign should be consistent with the character of the Village. She indicated that she did not want the signage to be as large as the Pedego Bike sign and suggested that the design be more comparable to a boutique-style storefront sign.

TB discussed other Mindset locations in Airmont and Tarrytown and showed the Board a photograph of the storefront from his phone. Some of the board members indicated they preferred the white-background signage at the Tarrytown location, which featured gooseneck lighting. The owner, Vincent Silvestri explained that the brand logo had since been changed to the logo reflected in the current proposal.

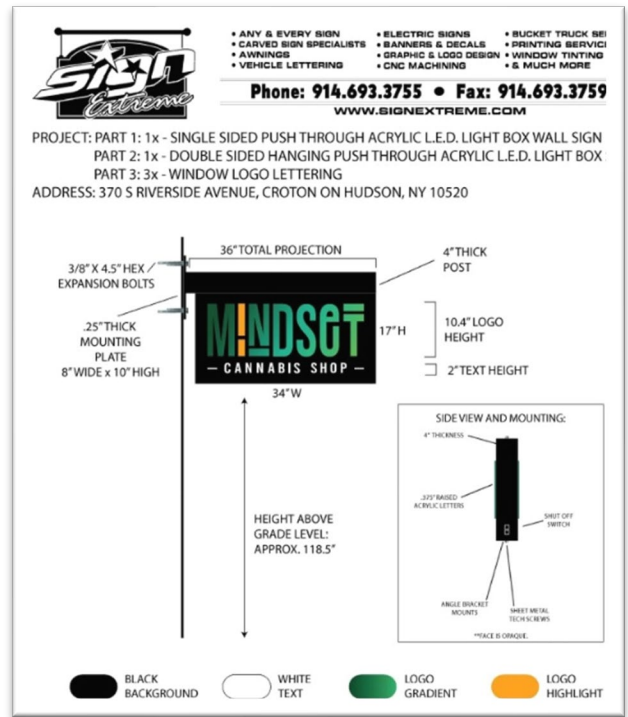
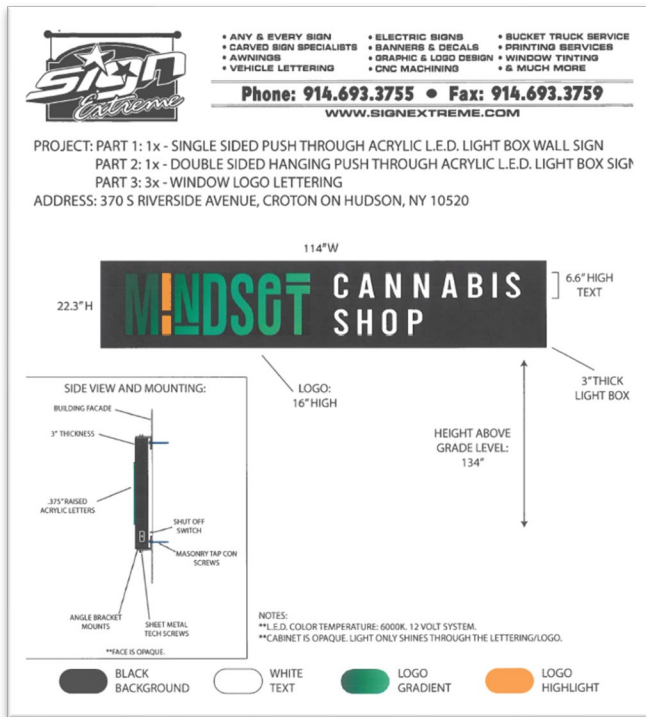
The Board also discussed whether the words “Cannabis Shop” should be incorporated beneath the word “MINDSET” on the proposed Benedict Boulevard signage. One Board member noted that, while driving around and viewing other similar establishments, she had not observed the words “Cannabis” incorporated into the signage of those businesses.

A question was raised regarding whether the proposed window graphics would be applied to transparent or opaque glass. TB clarified that the window will feature a flat-glass transparent film that neutralizes and filters 99% of UV light. However, he explained that the glass itself will not be clear, as the State law prohibits the display of the products on the windows of the business. The proposed window tint allows viewers to see movement inside but prevents the products from being visible from the street. It was explained that this would have to be further reviewed as it does not comply with Village Code Section § 230-20.3B(3)(c)[1] which applies to the Harmon/South Riverside Gateway area:

- (c) Design regulations. In addition to any other design regulations provided in this Code, the following design guidelines shall apply to mixed-use buildings in the Harmon/South Riverside Gateway area:
 - [1] The street level facade of the front of any building shall consist of at least 60% transparent glass to facilitate visibility into the building’s first-floor commercial premises and a retail streetscape look. For the purpose of this subsection, buildings located on street corners shall be deemed to have building fronts on each of the intersecting streets which form the corner.
 - [2] Mixed-use buildings in the Harmon/South Riverside Gateway area shall be subject to such additional design guidelines as may be adopted by resolution of the Board of Trustees from time to time.

Following the discussion and clarifications of the proposal, the VEB members did not agree with the proposed design. AMR indicated she would view the referenced signage the following day and document her findings and email them to the Board for further review.





Revised sign



Revised signage



Acrylic Letter Sample



Acrylic Letter Sample

2. **Approval of Minutes – Draft Minutes August 11, 2026.** There were no comments to the draft Minutes.

Sincerely,

Danalys Nazario
Assistant Building Inspector