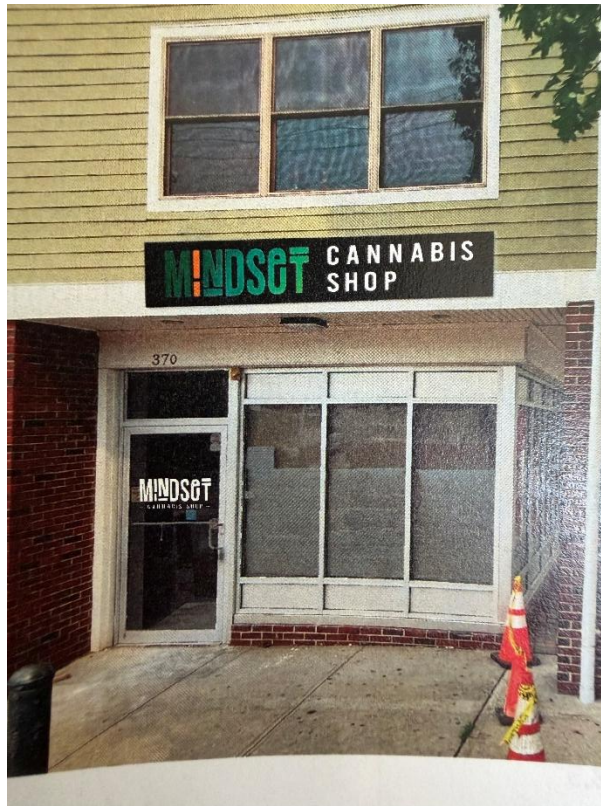


September 16, 2026

Dear Planning Board, Engineering Dept., Board of Trustees, and Village Manager,

I am writing as the head of the Visual Environment Board about the **Mindset Cannabis Shop** sign application that was presented us at our meeting in the Community Room last Tuesday, Sept. 1, 2026. I hope you get a copy of the proposed signage application to see what I am referring to.



- 1 Mindset Cannabis Shop Proposed Sign

We did not vote to approve it because we had several questions and concerns. As you know, the VEB's mission is to "minimize possible adverse effects of signs on nearby public and private properties". Our directive is to ensure that signage shall be "a harmonious design" in keeping with, and appropriate to, the design of neighboring properties and the general character of the village. It is for this reason that we had reservations about the visual nature of the proposed sign.

Signage Color, Font, Size

The proposed letters of the words 'Cannabis Shop' are 6.5" tall and are bold white lettering on a black background. We asked if the product name could be in smaller letters beneath the name of the store 'Mindset'. We also asked if the font could be more appropriate to the surrounding signs of Hudson Oven, the veterinary clinic and Baked by Susan.



One of our brand-new members, Annemarie Risoli, had gone to Tarrytown prior to this meeting to see their other storefront there. She took a picture of their sign there and showed it to us. It was much more understated than the one they proposed for Croton. **We suggested in the meeting that they use the same signage they had in Tarrytown for their store in Croton on Hudson.**

Here is a photo from the internet of the Tarrytown Mindset store – It has only one projected sign and window signage. Please note that the words Cannabis Shop are substantially smaller and less pronounced than the proposed sign for Croton on Hudson. See below:



- 2 Tarrytown Mindset store signage

Illumination

The proposed sign is illuminated with LED lights at 6000K – which is cool, bright white. We had questions regarding illuminated signage – the ‘harshness’ and brightness of the font, the size and the background color. We noted that that other signs in this area like the Capriccio sign are illuminated by gooseneck light fixtures. We recommend an illumination plan be submitted – suggesting dimmers, etc.

- Also the NY State rules on cannabis shops state that storefronts and window signs cannot be illuminated by neon lights. We maintain that LED illumination is similar to

neon and to the intent of this rule. Annemarie Risoli subsequently visited the sign shop the next day to see - in person- the letters and illumination of a similar white on black sign. The brightness of the sign only heightened her concern.

Window Treatment Question

Other items that we discussed need to be addressed by the planning board. For example, the New York State's Office of Cannabis Management (OCM) enforces strict regulations regarding the physical storefronts of licensed cannabis dispensaries. The state doesn't explicitly mandate a specific type of "window treatment" (like requiring a certain brand of blinds), the regulations dictate what can and cannot be seen through those windows, which directly impacts how shops design their storefronts.

The proposed windows for Mindset would have filtered windows to prevent what can be seen from the outside. This may be in conflict with the village's rules for window transparency in this overlay district – we were told that the State rules would negate the village code. We need guidance on this issue.

In summary, the signage of any store in this prominent gateway location should be in keeping with surrounding signage and promote the visual village character that we all enjoy.

We recommend that the Croton on Hudson Mindset sign be similar to the Mindset store signage in Tarrytown.

Yours,

Jan Johnsen