



June 26, 2023

**Chairman Whitehead
Honorable Members of the Town of Poughkeepsie Planning Board
Town of Poughkeepsie
One Overocker Road
Poughkeepsie, NY 12603**

**Chairman Paul Lahey
Honorable Chairman of the ZBA
Town of Poughkeepsie ZBA
One Overocker Road
Poughkeepsie, NY 12603**

**RE: Vassar Inn & Institute Signage
Site Plan Amendment**

Dear Chairman Whitehead and members of the Planning Board:

At the time of the approvals Vassar College had not yet developed the branding and signage needed to see the project through completion. Vassar College has painstakingly reviewed the signage at the Inn and Institute to minimize the signs to what the College feels is needed to provide safe vehicle and pedestrian signs as well as identify the location of the Inn and Institute. Vassar College seeks to amend the approved site plan for the Inn & Institute project to include signage such as, monolith, wayfinding and building identification signage. The signage proposed includes two (2) monumental signs, two (2) wayfinding signs, and four (4) building identification signs for the Inn and proposed restaurant.

The applicant has submitted to the Zoning Board of Appeals concurrently with the Planning Board in order to get the variances required for approval. Included with this submission is a signage package that includes specifications, design and locations of each sign. Please refer to the signage package for the following descriptions and reasoning for each sign.

The signs identified below are identified both within the sign package of details as well as numerically on the Amended Site Plan sheet.

Sign I (monolith) is proposed to be located at the entrance to the project from College Avenue. The proposed location offers information on the destinations as well as the location to park. The proposed sign is a

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stone monolith sign seven (7) feet tall by three feet six inches (3'6") with a face of approximately twenty-one (21) SF, and a stone base. In this location based on the reworking of College Avenue the travel lane becomes approximately 24 feet from the property line. Putting the sign 10 feet from the property line per code would drastically reduce the visibility of the sign from College Avenue. The following variance is required for this sign:

1. A variance in the amount of 9.5 ft is required for placement of the sign 0.5ft from the property line closer than 10ft from the property line per section § 210-123 of the code.

The design of the proposed sign has been kept simple to fit the character of the design aesthetic of the approved building design and fit the character of the campus, therefore it's neighborhood as well. The variance request is minor and will not adversely affect the neighborhood or district.

Sign 2 (monolith) is proposed along Raymond Avenue near the intersection of College Avenue. The proposed location offers information to drivers and visitors of the Inn & Institute that arrive from the north as to where the entrance is for the facility since there is no entrance to the facility on Raymond Avenue. In addition to the entrance location the sign identifies the names of the destinations located there. The proposed sign is a stone monolith sign seven (7) feet tall by three feet six inches (3'6") with a face of approximately twenty-one (21) SF, and a stone base.

Although the location indicated is not at an entrance driveway as required by code it was determined that this location is a key wayfinding location for drivers coming from the north along Raymond Avenue. The sign is proposed to be 0.5 feet from the property line and is not 10 feet from the property line as required by code. Placing the sign 10 feet from the property line would render the sign difficult to be seen from Raymond Avenue. The extensive trees that have been maintained by Vassar along Raymond Avenue in this location would block views of the sign if it was located farther back from the property line as would any cars parked along Raymond. In addition, in this area the property line is set back from the edge of the travel way behind the sidewalk which puts the sign further back than normally in this area. The following variances are required for this sign:

1. A variance for this sign for the location of the sign not next to an entrance is required as per section § 210-123 of the code.
2. A variance in the amount of 9.5 ft is require for placement of the sign 0.5 ft from the property line closer than 10ft from the property line per section § 210-123 of the code.

The design of the proposed sign has been kept simple to fit the character of the design aesthetic of the approved building design and fit the character of the campus, therefore it's neighborhood as well. The variance request is minor and will not adversely affect the neighborhood or district.

Sign 3 (wayfinding) is proposed to be located on the west side of the Inn near the entrance drive and pedestrian walkway. The proposed to be six (6) feet tall by two (2) feet eight (8) inches wide and thirteen and a half (13.5) SF with a stone base of total signage. Vassar has chosen to reduce onsite signage by combining traditional wayfinding signs into one sign that is easier and consistent with the design of the building. The proposed sign has combined one ways sign, traditionally 3SF, along with parking lot directional signage, traditionally between 1.5SF and 2.5SF, with directional signage for Alumnae House. Although the face of the sign is thirteen and a half (13.5) SF, the lettering proposed is approximately 3.325 SF total for all the letters. The SF of the lettering is less than the allowable SF for the two wayfinding signs combined into this one sign. The following variance is required for this sign:



- I. A variance in the amount of 10.5ft SF is required for total SF of the sign at 13.5 SF per section §210-131 of the code which allows 3 SF.

The design of the proposed sign fits the character of the design aesthetic of the approved building design and fits the character of the campus, therefore it's neighborhood as well. The variance request will not adversely impact the neighborhood or district.

Sign 4 (wayfinding) is located on the West side of the building near the pedestrian path going towards Alumnae House to the rear of the property and proposed to be a 1.75 SF sign on a five (5) feet tall post. No variance is required for this sign.

Building ID Sign 1 'The Crossroads' building ID sign is located over the Raymond Avenue East entrance to the Inn portion of the building facing Raymond Avenue. The proposed sign consists of 8" letters that total 4.5 SF and is the name of the "Inn" located within the building. The minimal size of the sign fits the overall design intent of the building and is well below the allowable signage SF. No variance is required for this sign.

Building ID Sign 2 – 'The Salt Line' building ID sign is painted on the Raymond Avenue secondary entrance door on the East side of the building and is approximately two (2) SF sign. No variance is required for this sign.

Building ID Sign 3 – 'The Salt Line' building ID sign located along Raymond Avenue along northeast building face and is seven and a half (7.5) SF total, well below the allowable sign size. The sign proposed brass letters mounted directly to the building face. The minimal size of the sign fits the overall design intent of the building. No variance is required for this sign.


Building ID Sign 4 – 'The Crossroads' –building ID sign has been placed on the west entry directly adjacent to the parking area to direct patrons to the facility. The sign is four and a half (4.5) SF and located over the West entry connecting the Inn and Institute. Due to the design of the building and site placement of a sign directly facing the parking area on the Inn would not be fruitful for patrons as this is not a public entrance. The proposed location is the drop-off area and main entrance to the facility and is as close as possible to facing the parking lot. The design of the sign mimics the sign along Raymond Avenue and is in character with the design aesthetic of the approved building design and fits the character of the neighborhood. The following variances are required for this sign:

- I. A variance for placement of a sign not facing a public roadway as noted in section§ 210-123 of the code.

The design and square footage of the signage provided in this submission will remain consistent, however the destination names associated with the signs are subject to change. All signage will conform with the square footage and locations approved by the Planning Board and Zoning Board of Appeals.

Thank you for your review and consideration of this project. We look forward to working with you.
Sincerely,

LRC Engineering and Surveying, DPC

By: 
Kenneth Casamento, CPESC, Principal