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August 3, 2022

By Email and Hand Delivery

Members of the Design Review Committee
Village of Bronxville
200 Pondfield Road
Bronxville, New York 10708

**Re: Application of Iona University for Signage for the Property Located at 187
White Plains Road, Bronxville.**

Dear Members of the Design Review Committee:

This firm represents Iona University (“Iona” or the “Applicant”) in connection with its campus located at 187 White Plains Road, which property is also known and designated on the tax assessment map of the Village as Section 6, Block 1, Lot 1 (the “Property”). As you know, Iona recently acquired the campus from Concordia College, which ceased operations in Fall, 2021. The Applicant is currently proposing to install several signs on the Property to facilitate the transition from Concordia College to Iona University. Accordingly, on behalf of the Applicant, we respectfully submit the enclosed application for a sign permit for the Property.

The Property and the Applicant

The Property is the former location of Concordia College, which, due to a changing and challenged higher education sector and the effects of the COVID-19 pandemic, was forced to cease operations in Fall, 2021. Concordia made its final degree conferrals on December 31, 2021. Recently, Iona acquired the 28-acre campus in the Village.

Iona University is a private, Catholic coeducational institution with a main campus in New Rochelle. Iona plans to operate a school of health sciences at the Property, furthering and building upon Concordia College’s legacy of providing excellence in health science education. Iona will also introduce new programming in the performing arts as well as other athletic and extracurricular activities at the campus.

The Current Application

To facilitate the transition from Concordia College to Iona, the Applicant is seeking to install several signs on the Property, including: (i) two (2) banners to the front street façade of the Feth Administration Hall (the “Feth Hall Banners”); (ii) to replace an existing banner on the Stein Hall-Conservatory (the “Stein Hall Banner”); and (iii) ground/lawn letters and landscaping in front of the Feth Administration Hall (the “Ground Sign”). All proposed signage is consistent with the Iona University branding and the existing signage at Iona’s New Rochelle campus.

As you may remember, on March 2, 2022, the Design Review Committee recommended approval of the Feth Hall Banners and the Stein Hall Banner to the Planning Board. Since that time, the Applicant has made a minor modification to the Feth Hall Banners and the Stein Hall Banner to change the name from “Iona College” to “Iona University”. The dimensions and colors of the banners remain as previously approved by the Design Review Committee and no other modifications are proposed. Renderings of the proposed Stein Hall Banner and the Feth Hall Banners are enclosed with this application.

The Applicant also now proposes the Ground Sign, to be located in front of Feth Hall along the White Plains Road street façade. The Ground Sign has been attractively designed and incorporates landscaping, including a combination of perennials flowers, trees and shrubbery. All existing trees will be maintained and protected during construction. As shown in more detail in the enclosed plans, the Ground Sign will be constructed with 3/8-inch thick, 16-inch letters made from stainless steel and attached to a 30-foot aluminum beam. The “Iona University” letters will be spaced approximately 14-inches apart with 26-inches between the words. The total dimensions of the Ground Sign is 3-feet 4-inches high by 30-feet long. The Ground Sign will be lit with four (4) dark sky compliant low voltage lights.

Related Approvals

The proposed signage required the following area variances from the Zoning Board of Appeals to: (i) increase the number of signs on the Feth Hall street façade from one (1) sign (permitted) to two (2) banners and one (1) ground sign (proposed); and (ii) to permit the Feth Hall Banners and the Stein Hall Banner on the buildings’ facades. We are pleased to inform the Committee that the Zoning Board of Appeals granted the requested variances on July 26, 2022.

Required Submissions

In accordance with the requirements of the Design Review Committee and in support of our application, we respectfully submit the following:

1. Completed Application for Sign Permit;
2. Renderings of the previously approved Feth Hall Banners;
3. Renderings of the previously approved Stein Hall Banners;

4. A set of drawings of the Ground Sign consisting of the following sheets:

Drawing Number	Title	Prepared By	Dated or Last Revised
L-T	Title Sheet	Alloy Design Studio, PLLC ("Alloy")	6/14/2022
L-050	Contact Sheet	Alloy	6/14/2022
L-100	Removals Plan	Alloy	6/14/2022
L-200	Materials and Planting Plan	Alloy	6/14/2022
L-500	Site Details	Alloy	6/14/2022

5. A check in the amount of \$100.00 representing the application fee.

Conclusion

We respectfully request that this matter be placed on the Design Review Committee's September 7, 2022 agenda for review and recommendation of the proposed signage. In the interim, please do not hesitate to contact me if you have any questions or if you would like any additional information.

Thank you for your consideration. We look forward to meeting with the Design Review Committee in September.

Very truly yours,

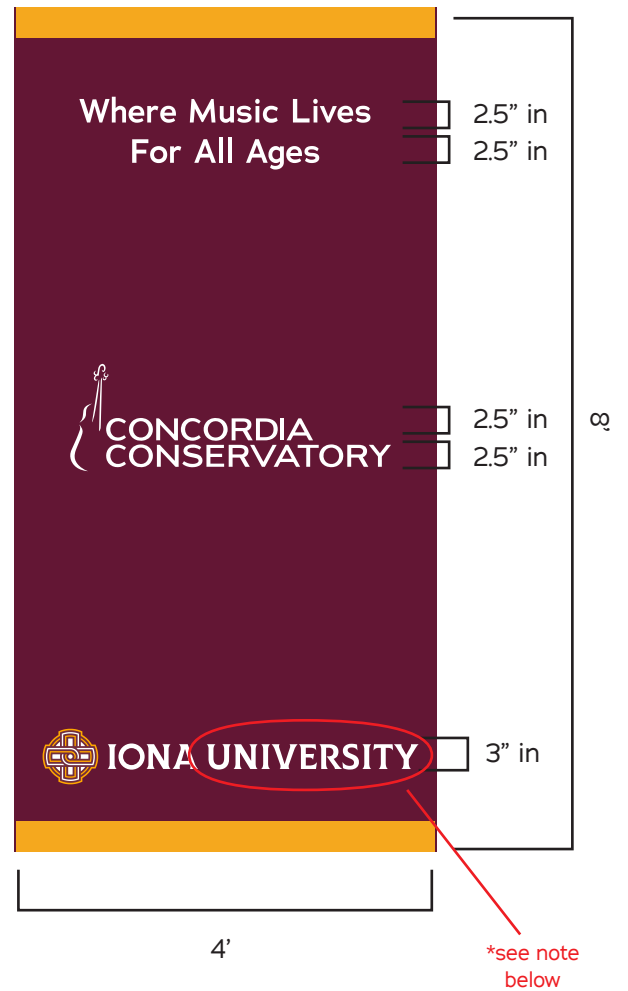


ANNE E. KLINE

Enclosures

Cc: Sandy Curko, Esq., Iona University
Joseph Castaldo, Iona University
Richard Murray, Iona University
Mark P. Weingarten, Esq.

CONSERVATORY BANNER



Custom double sided screen-printed image on **marine acrylic fabric**.

Dimensions: 4' x 8' (est. 1.55 mm thick)

4 spot color(s) printed on Burgundy marine acrylic
[pantone 505 C, pantone 130 C]

Fabrication to include 3.5" pole sleeve top and bottom and #2 grommets at pole sleeve hems.

Font: Colus and Adriana

*Changing from College to University

CONSERVATORY BANNER: BEFORE



CONSERVATORY BANNER: AFTER

