DELBELLO DONNELLAN WEINGARTEN WISE & WIEDERKEHR, LLP

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THE GATEWAY BUILDING
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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 Side 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 6/14/2022	
L-T	Title Sheet	Alloy Design Studio, PLLC ("Alloy")		
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.

MEMORANDUM

DATE: August 16, 2022

TO: Design Review Committee

FROM: Paul Taft, Building Inspector

RE: Sign/Awning Permit Application: SGN 005-22

Project Location: 187 White Plains Rd

Store name: Iona University

6./1/1

Please be advised that the above referenced application has been reviewed and is being forwarded for your review and approval in accordance with Section 310-23 of the Village Code. Based upon my review of the materials submitted it appears that the sign as proposed substantially complies with the Village Sign regulations. The proposed lawn sign was reviewed by the Village of Bronxville ZBA and approved as submitted. The request for variance was for more than 1 sign as per planning board rules D (4) (b).

The DRC should confirm with the applicant that the proposed letter style, color and size will match the adjoining signs.

cc. Iona University 187 White Plains Rd Bronxville, NY 10708

> Planning Board Chairman Applicant



Village of Bronxville – Building Department

200 Pondfield Road, Bronxville, NY 10708 Telephone: (914) 337-7338

Application for Sign Permit

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IONA COLLEGE SIGNAGE

171 WHITE PLAINS ROAD BRONXVILLE, NY 10708

ARCHITECT/ LANDSCAPE ARCHITECT Alloy Design Studio PLLC 79 E. Putnam ave. Suite 17 Greenwich, Connecticut 06830 PH: (203) 661-2723 KEY PLAN

PROJECT LOCATION PLAN





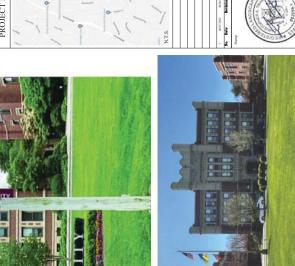


TITLE SHEET To Scale 2207

L-T

ALLOY DESIGN STUDIO PLLC.
79 E. Putnam Ave. Suite 17
Greenwich, connectiont 06330
(203) 661-2723
info@alloydaga.com

BEFORE



AFTER

Contact Plan Removals Plan Materials Plan Sign Details GENERAL NOTES L-050 Cor L-100 Ret L-200 Ma L-500 Sig

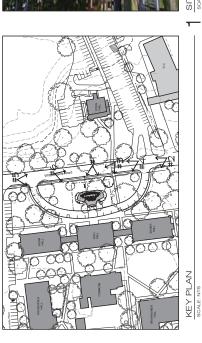
SITE RENDERING

LIST OF DRAWINGS Title Sheet

L-T

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SITE CONTEXT PHOTO SCALE: NTS



	SHEET
Title Title	CONTACT

Drawing	Ė		
Date	0.6/14/2022	Pavosdy	CT
Johna	N 2207	Checked	CT
cale	SSHOWN	Ge/G	CT

