



RE: NOVEMBER 2025 PLANNING BOARD

On Wednesday, November 5th, the Architectural Review Advisory Committee reviewed the sign applications for 1123 Pleasantville Road and a referral for 235 Elm Road, Renaissance Briarcliff from the Board of Trustees.

1123 Pleasantville Road – Froggy's Sign Application

The committee reviewed the revised sign proposal for Froggy's Deli at 1123 Pleasantville Road.

The sign has been reduced in size to better fit within the building façade. It will now be externally lit by gooseneck fixtures rather than internally illuminated. All committee members agreed the proposal conforms with Village design standards and complements the building's architecture. The landlord confirmed he will install gooseneck fixtures on the adjacent vacant property for visual consistency.

235 Elm Road – Renaissance Briarcliff – BOT Referral

This was an initial presentation for the proposed development at 235 Elm Road.

Per applicant, the site is planned for 110 townhomes with a central community building. Architectural features include enhanced materials (stone, slate shingles), varied rooflines with and without dormers, and porches positioned differently across units to create visual variety in 2-pack and 4-pack configurations. Proposed color scheme: black, white, and neutral tones.

Per applicant, property to include a Community Building which will have a swimming pool and dining area. ARAC recommends the design to incorporate historical elements from Dow Hall. Location of the central community building was selected due to the site's topographic challenges, per applicant. The developer is coordinating with the NYS Historical Society regarding Dow Hall. Applicant claims the existing on-site structures are in disrepair and will be removed.

Committee Feedback

A member requested renderings of the rear elevations for the Elm Road-facing homes, to be included in the next submission.

A member expressed concern about the number of curb cuts and potential safety issues with children and pedestrians using roadways.

A member requested additional details and visuals for the proposed single-family dwellings on Tuttle Road, emphasizing that designs should blend with the existing neighborhood and maintain architectural diversity.

The applicant is looking to target older, mature homeowners (empty nesters) with some younger couples expected. Pricing to be a mid- to upper-luxury. The development will not be gated and will use existing curb cuts along Elm Road.

Per applicant units may include basements; some will be walkouts due to site grading. Dormers may be functional or decorative. Preliminary unit sizes will be around 2,500–2,750 sq. ft. for two-bedroom layouts (excluding garage). Primary bedroom is expected to be located on the first floor. Centralized bathrooms and stairs, with living spaces along exterior walls for natural light. Fireplaces are still under consideration. Elm Road-facing units will be further developed in subsequent submissions.

Per applicant each unit to include a garage and driveway. Guest and parallel parking areas are planned throughout the site. Internal sidewalks will connect to both Elm Road and Tuttle Road.

Many design elements are still to be decided. The inclusion of a playground has not yet been determined. Developer is planning emphasis on green space preservation and wooded perimeter buffers. Sustainability initiatives have not yet been finalized; the committee recommended contacting the Environmental Advisory Council (EAC).

Potential Materials and Construction:

Siding: Fiber cement (Hardie board).

Base: Possible stone treatment.

Structure: Wood stud bearing walls.

HVAC: Individual small condensers at grade; air handlers in attic spaces.

Developer referenced design inspiration from The Club and Trump National Golf Course projects.

The Village will share standard specifications for sidewalks and street lighting with the developer.

ARAC – November 5th - 9:00am

Members Present:

Gilbert Balog, Member

Matt Henrikson, Member

David Weinberg, Member

Also Present:

Kevin Leddy, P.E., Village Engineer

Sarah Yackel, Village Planner, BFJ Planning

Sean Grimm, Consulting Village Planner, LaBella

Not in Attendance:

Allen Dzbanek, Member

Adjourned 9:54am