

1. ARC_Agenda_2023_01_30

Documents:

[1-30-23 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2023_01_30

Documents:

[1-30-23 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, Jan. 30th, 2023 10:30am**

**Zoom Virtual Meeting
Webinar ID: 899 5791 5018
Password: 2433004**

Please click the link below to join the webinar:

<https://greenwichct.zoom.us/j/89957915018?pwd=S3VHWWtWakpxM1Q0N2oyanZOOXNxdz09>

Or iPhone one-tap: US: +16465189805,,89957915018#,,1#,2433004# or
8778535257,,89957915018#,,1#,2433004# (Toll Free)

Or Telephone:Dial(for higher quality, dial a number based on your current location):
US: +1 646 518 9805 or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free) or 833 548
0276 (Toll Free) or 833 548 0282 (Toll Free)

I. Sign/Awning Reviews:

- 1. Bright Horizons, 75 Holly Hill Lane, Application PLPZ 2023 00007** for Sign/Awning review **for an illuminated directional sign** at a property located at 75 Holly Hill Lane in the GBO zone.
View application [here](#).
- 2. Express, 181 Greenwich Ave., Application PLPZ 2023 00008** for Sign/Awning review **for halo lit front and rear façade signs, window decal signs and recovering of awnings** at a property located at 181 Greenwich Ave. in the CGBR zone.
View application [here](#).
- 3. Macrae Skye, 50 Greenwich Ave., Application PLPZ 2023 00016** for Sign/Awning review **for façade sign and awnings with signage** at a property located at 50 Greenwich Ave. in the CGBR zone.
View application [here](#).
- 4. Imart / Gulf, 370 East Putnam Avenue, Application PLPZ 2022 00300** for Sign/Awning review for **Imart sign at a service station** on a property located at 370 East Putnam Avenue in the LB zone.
Imart sign was issued a Notice of Violation in July 2019. Gulf signage at this site was reviewed by ARC in 2020 under PLPZ202000016. The current application

was placed on the 8-1-2022 meeting and applicant did not attend.

View application [here](#).

II. Committee Business:

1. Any business.

The Town complies with all applicable federal and state laws regarding non-discrimination, equal opportunity, affirmative action, and providing reasonable accommodations for persons with disabilities. If you require an accommodation to participate, please contact the Commissioner of Human Services at 203-622-3800 or demetria.nelson@greenwichct.org as soon as possible in advance of the event.

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, Jan. 30th, 2023 10:32am – 12:21pm**

**Zoom Virtual Meeting
Webinar ID: 899 5791 5018 Password: 2433004**

Please click [here](#); to listen to the audio recording file ([.m4a](#)) of the entire meeting.
Please click [here](#); to read the transcribed audio file ([.txt](#)) of the entire meeting

Attendance: Richard Hein; Rhonda Cohen, Paul Pugliese
Staff: Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II

I. Sign/Awning Reviews:

- 1. Bright Horizons, 75 Holly Hill Lane, Application PLPZ 2023 00007** for Sign/Awning review **for an illuminated directional sign** at a property located at 75 Holly Hill Lane in the GBO zone.

View application [here](#).

Decision Status: Return to a meeting.

Motion: Cohen Second: Pugliese Vote: 3-0 (Hein, Cohen, Pugliese)

Submit plans to address the following:

- Redesign the 3 design elements (the two company names and the word “entrance”) to be in a horizontal arrangement.
 - The “GC” logo shall not be illuminated, in conformance with Town Regulations.
 - The black rule line should be removed.
- 2. Express, 181 Greenwich Ave., Application PLPZ 2023 00008** for Sign/Awning review **for halo lit front and rear façade signs, window decal signs and recovering of awnings** at a property located at 181 Greenwich Ave. in the CGBR zone.

View application [here](#).

Decision Status: Electronic Return (email PDF plans to Marisa.Anastasio@greenwichct.org)

Motion: Cohen Second: Pugliese Vote: 3-0 (Hein, Cohen, Pugliese)

Submit plans to address the following:

- Front façade is approved as submitted for awnings covers, main logo above the door and both logo decals on the doors. The lettering should have 1.5” of space

above and below on fascia.

- b. Rear façade, awnings are approved as submitted.
 - c. Applicant states no decals on the rear side. If any decals are desired, they shall be submitted on a mechanical drawing with the electronic return submission.
 - d. The signboard on the rear façade: Letters should be reduced to 16” high with a larger sign board, to be in proportion, so that there is about 4” to top of sign board from top of letters and 4” to bottom of sign board from bottom of letters.
 - e. The Kelvin reading shall not be more than 4k, but likely closer to 3.5k will work best for both sides of the building.
3. **Macrae Skye, 50 Greenwich Ave., Application PLPZ 2023 00016** for Sign/Awning review **for façade sign and awnings with signage** at a property located at 50 Greenwich Ave. in the CGBR zone.

View application [here](#).

Decision Status: Electronic Return (email PDF plans to Marisa.Anastasio@greenwichct.org)

Motion: Cohen Second: Pugliese Vote: 3-0 (Hein, Cohen, Pugliese)

Submit plans to address the following:

- a. Creamy white (or other brand color) to be main field color, not “navy blue” color as in current presentation as it is seen as too dark within the streetscape context.
 - b. ARC accepts the multi color lettering and blue knot logo.
 - c. Lighting should not exceed 600 lumens.
 - d. Decals should just read the brand name, and not exceed 4”. Full mechanicals should be submitted with electronic return and include all graphic elements (i.e. store hours, etc.) if desired.
 - e. Provide dimensions of the proposed sidewalk planters. Please note that approval should be obtained from any other applicable Town department such as DPW Highway and/or Zoning Enforcement.
4. **Imart / Gulf, 370 East Putnam Avenue, Application PLPZ 2022 00300** for Sign/Awning review for **Imart sign at a service station** on a property located at 370 East Putnam Avenue in the LB zone.

Imart sign was issued a Notice of Violation in July 2019. Gulf signage at this site was reviewed by ARC in 2020 under PLPZ202000016.

View application [here](#).

Decision Status: Return to a Meeting.

Motion: Cohen Second: Hein Vote: 3-0 (Hein, Cohen, Pugliese)

Submit plans to address the following:

- a. Submit a professional application noting the size / material / color

- specifications of all proposed graphics. Taglines such as “coffee, lottery, etc..” are not typically approved by ARC so these should be removed from the sign.
- b. Provide mechanical drawings showing applicable dimensions to be submitted for any decals proposed on the front entry door and/ or windows.
 - c. Provide specifications of the fixtures, lumen, temperature and locations for any proposed lighting / illumination.
 - d. Provide a material board to include all proposed colors and materials.
 - e. Provide a photomontage showing the current state of the site/ building.
 - f. The text/signage above the garage door is not cohesive with the site and should be removed and redesigned as part of the current proposal.
 - g. Anything that is not compliant with the current regulations (i.e. neon signs, temporary writing on glass of garage doors etc.) needs to be removed as part of this proposal. Neon signs are not compliant (i.e. existing “ATM” sign), per Sec. 6-168 of the Town’s Building Zone Regulations.
 - h. ARC asks the applicant to present a uniform, clean sign-board for the building (it appears that several sign boards are stacked on top of each other on the façade and this condition should be cleaned up).
 - i. ARC asks the applicant to clearly show the existing and proposed site conditions via photos and renderings.
 - j. Determine if existing pricing signage was ARC approved and issued permits.

II. Committee Business:

1. Any business.

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