

1. ARC_Agenda_2023_02_13

Documents:

[2-13-23 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2023_02_13

Documents:

[2-13-23 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, Feb. 13, 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=S3VHWWtWakpxM1O0N2oyanZOOXNxdz09>

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 PLPZ202300007** for Sign/Awning review **for a illuminated directional sign** at a property located at 75 Holly Hill Lane in the GBO zone.
View updated plans [here](#).
- 2. Dunkin Donuts Baskin Robbins, 375 East Putnam Ave., Application PLPZ2023000023** for Sign/Awning review **for** at a property located at 375 East Putnam Avenue in Cos Cob in the LB zone.
View application [here](#).
- 3. Ivy Infusions, 6 Riversville Road, Application PLPZ 202200462** for Sign/Awning review for **new facade and window signage** on a property located at **6 Riversville Road** in the LBR zone.
View application [here](#).
- 4. Follow up on electronic reviews: Greenwich Med Spa 1345 East Putnam Ave., Eagle Hill School 45 Glenville Road, Chabad 38 Field Point Road.**

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
ACTION AGENDA Sign Subcommittee Meeting
Monday, Feb. 13, 2023 10:33am – 11:38am

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: Heidi Brake-Smith; 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 PLPZ202300007** for Sign/Awning review **for a illuminated directional sign** at a property located at 75 Holly Hill Lane in the GBO zone.

View updated plans [here](#).

Decision Status: Approved with modifications

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

Submit plans to address the following:

- a. remove the registered trademark symbol at the end of “Bright Horizons.”

2. **Dunkin Donuts Baskin Robbins, 375 East Putnam Ave., Application PLPZ2023000023** for Sign/Awning review **for new façade signs and updated freestanding sign, including internal illumination** at a property located at 375 East Putnam Avenue in Cos Cob in the LB zone.

View application [here](#).

Applicant missed the meeting. ARC did not discuss the application.

3. **Ivy Infusions, 3 Riversville Road, Application PLPZ 202200462** for Sign/Awning review for **new façade signs and window signage** on a property located at 3 Riversville Road a.k.a. 265-273 Glenville Road in the LBR zone.

View application [here](#).

Decision Status: Return to a Meeting (email PDF plans to

Marisa.Anastasio@greenwichct.org to be scheduled for an upcoming meeting)

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

Submit plans to address the following:

- a. Applicant should return to a meeting with the sign company, and with documentation to include: a comprehensive photo montage of existing buildings and signage on the subject property along with the adjacent properties and those across the street; black and white mechanical drawings of all proposed signage showing lettering height and signage dimensions; Kelvin rating for proposed illumination; and incorporation of revisions as detailed below for each proposed sign.
 - b. ARC recommends burnished gold vs. the proposed teal color.
 - c. "Option 2" in the signage packet is not acceptable to ARC: ARC wanted to see an option where "Infusions" and "Med Spa" were stacked to the right of "IVY" with the stacked words matching the height of the word "IVY" (not what is shown in Option 2)
 - d. Front main sign:
 - i. The logo IVY needs to float more in the space. Add more air above and below, and reduce lettering height to less than 18".
 - ii. The font makes the V look like there is an apostrophe – review other possible fonts.
 - iii. The lettering "Infusions Med Spa", to be reduced in point size and more space created between "Ivy" and "Infusions Med Spa".
 - iv. The kerning for "Med Spa" should be tightened.
 - e. Side sign:
 - i. Provide rendering /photos to clarify location and placement of this sign. ARC is unsure if this sign is needed here. Do other businesses have signs on this side of the building?
 - f. Decals:
 - i. "Infusions" should be reduced in point size, and justified left and right, respectively, with the "I" and "Y" in "IVY", so the words match in width.
 - ii. The height of all other text (i.e. website, appointment only, etc.) looks okay, but the text size must be noted on the drawings.
 - g. Illumination:
 - i. Proposed Kelvin rating is needed.
 - ii. Clarify if other signs are illuminated on this property or adjacent properties.
 - h. Context images:
 - i. Need full streetscape images of the surrounding area, including across the street.
4. Follow up on electronic reviews: Greenwich Med Spa 1345 East Putnam Ave., Eagle Hill School 45 Glenville Road, Chabad 38 Field Point Road.

Greenwich Med Spa: 1345 East Putnam Ave.

Decision Status: Proposed colors, dimensions and locations accepted as submitted. See

comments below on illumination.

Motion: Cohen *Second:* Brake-Smith Vote: 3-0 (Brake-Smith, Cohen, Pugliese)

Comments:

- a. No illumination of the “GMS” logo is permitted per the Regulations.
- b. ARC finds that the illumination of the signs (lettering only, no logos) shall be no more than 4000K.

Eagle Hill School: 45 Glenville Road

Submit plans to address the following:

- a. ARC notes the area is currently cluttered with existing signs and that applicant agreed to remove the older obsolete signage here.
- b. ARC accepted the color scheme at the 12-5-22 meeting, but asks the applicant to consider a reverse of the colors, so the signboard is a dark green with white color text. The Committee believes that the darker tones of the area / streetscape will look better with a darker signboard, now and in the long term, over a white one.

Chabad: 38 Field Point Road

Submit plans to address the following:

- a. 1st and 3rd line should be the same point size; a maximum of 2-point sizes should be used on this board.
- b. ARC committee restates that they expect this applicant to return shortly for a more comprehensive review, and this current application is simply to make the space usable for the new owners.

II. Committee Business:

1. Any business.

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