

1. ARC_Agenda_2023_02_27

Documents:

[2-27-23 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2023_02_27

Documents:

[2-27-23 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, Feb. 27, 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=S3VHWWtWakpxM1Q0N2oyanZOQXNxdz09>

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. Dunkin Donuts Baskin Robbins, 375 East Putnam Ave., Application PLPZ 2023 00023 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](#).**
- 2. Macrae Skye, 50 Greenwich Ave., Application PLPZ 2023 00016 for Sign/Awning review for façade signage and awnings at a property located at 50 Greenwich Ave. in the CGBR zone. *Last reviewed at the 1/30/23 meeting.*
View initial application [here](#).
View 1/30/23 Action Agenda [here](#).
View current plans for review [here](#).**
- 3. The Ave, 17 East Elm St., Application PLPZ 2022 00550 for Sign/Awning review of plaque signs on a property located at 17 East Elm Street in the CGB zone. *Last reviewed at the 1/3/23 meeting.*
View initial application [here](#).
View 1/3/23 Action Agenda [here](#).
View updated plans [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
ACTION AGENDA Sign Subcommittee Meeting
Monday, Feb. 27, 2023 10:30am – 12:02pm

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. Dunkin Donuts Baskin Robbins, 375 East Putnam Ave., Application PLPZ 2023 00023 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](#).

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

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

Submit plans to address the following:

- a. Plans reviewed at meeting showed non-compliant letter height for façade signage (greater than 18 inches). Applicant to provide plans showing options for 18” high letters, and between 12-14” high letters;
 - b. Trademark symbol “TM” to be removed from all signage;
 - c. “Dunkin” and “Baskin Robbins” lettering must be justified, left and right, with each other on the freestanding sign;
 - d. Mechanical plans to be provided for any decals proposed on the windows and/or doors;
 - e. Temperature rating for illumination not to be greater than 4000 kelvin. Illumination shall be limited to lettering as required by the Regulations.
2. Macrae Skye, 50 Greenwich Ave., Application PLPZ 2023 00016 for Sign/Awning review for façade signage and awnings at a property located at 50 Greenwich Ave. in the CGBR zone. *Last reviewed at the 1/30/23 meeting.*
View initial application [here](#).
View 1/30/23 Action Agenda [here](#).
View current plans for review [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. ARC reviewed the “color break” rendering, showing the lighter store front with blue door, blue awnings and multi colored letters and accepted this concept with the following modifications:
 - i. Eliminate the lettering shown on the interior of each awning, closest to the entry door – as it is extraneous.
 - ii. Façade signage to be placed below the building’s existing flashing.
 - iii. Provide mechanical and elevation plans at scale. The plan perspective must be straight on, not at an angle. Renderings will not be accepted. Details must include: dimensions, specifications and placement of any and all proposed sign board(s), awning(s), lettering and decals on windows/door; dimensions, specifications and placement of any and all proposed AZEK and/or crown molding on façade; dimensions, specifications and placement of any and all lighting fixtures;
 - iv. Provide color specifications (ie, Pantone or Benjamin Moore number/name) for all proposed colors.
3. **The Ave, 17 East Elm St., Application PLPZ 2022 00550** for Sign/Awning review of plaque signs on a property located at **17 East Elm Street** in the CGB zone. *Last reviewed at the 1/3/23 meeting.*
View initial application [here](#).
View 1/3/23 Action Agenda [here](#).
View updated plans [here](#).

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

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

Submit plans to address the following:

- a. Sign to be reduced so that it does not extend to the edges of the brick column;
- b. ARC finds the barbell graphic within the italics lettering is hard to read, but is acceptable if it is part of the logo;
- c. ARC finds that the “Performance Center” lettering is heavy and visually competes with the name of the business (“The Ave”). ARC finds the font of “Performance Center” and “Elevator” outdated. ARC strongly recommends “Performance Center” and “Elevator” be updated to a non-italicized non-bold Roman or Sans Serif.
- d. ARC finds the directional arrow on the elevator signage is confusing and

recommends the applicant update to make it clearer.

II. Committee Business:

1. Any business.

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