

1. ARC\_Agenda\_2021\_03\_01

Documents:

[3-1-21 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC\_Agenda\_2021\_03\_01

Documents:

[3-1-21 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE**  
**FINAL AGENDA Sign Subcommittee Meeting**  
**Monday, March 1, 2021 10:30am**

**Zoom Virtual Meeting**  
Webinar ID: 831 0543 9603  
Password: 8966224

Please click the link below to join the webinar:

<https://greenwichct.zoom.us/j/83105439603?pwd=eTdDeCtaR0J6akJSWUMyKlZjcHpiQT09>

Or iPhone one-tap: US: +16465189805,,83105439603#,,1#,8966224# or  
8335480282,,83105439603#,,1#,8966224# (Toll Free)

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

**I. Sign/Awning Reviews:**

1. **Lobstercraft, 107 Greenwich Ave.;** Application **PLPZ202100016** for Sign/Awning **for awning with signage and rear façade sign, (window signage shown on plans was not approved by ZEO)** on a property located at 107 Greenwich Avenue in the CGBR zone.  
**View plans [here](#).**
2. **Mavis, 343 West Putnam Avenue,** Application **PLPZ202100054** for Sign/Awning **for new façade signage** on a property located at 343 West Putnam Ave. in the zone.  
**View plans [here](#).**
3. **Mavis, 1330 East Putnam Avenue,** Application **PLPZ202100062** for Sign/Awning **for façade signage and new signage on existing freestanding sign** on a property located at 1330 East Putnam Avenue in the zone.  
**View plans [here](#).**

**II. Committee Business**

1. Any New 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 [alan.barry@greenwichct.org](mailto:alan.barry@greenwichct.org) as soon as possible in advance of the event.*

## **ARCHITECTURAL REVIEW COMMITTEE ACTION AGENDA**

**Monday, March 1, 2021, 10:30am – 11:36am**  
**Zoom Virtual Meeting**

**Members Present:** Richard Hein, Chairperson; Heidi Brake-Smith; Rhonda Cohen; Paul Pugliese

**Staff Present:** Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II

### **I. Sign/Awning Reviews:**

1. **Lobstercraft, 107 Greenwich Ave.;** Application **PLPZ202100016** for Sign/Awning **for awning with signage and rear façade sign, (window signage shown on plans was not approved by ZEO)** on a property located at 107 Greenwich Avenue in the CGBR zone.  
**View plans [here](#).**

*Decision Status:* **Electronic Resubmission (email plans to [manastasio@greenwichct.org](mailto:manastasio@greenwichct.org))**

*Motion:* Hein *Second:* Brake-Smith

*Vote:* 4-0 (Hein, Cohen, Brake-Smith; Pugliese)

#### **The applicant shall submit updated plans to reflect the following:**

1. All logos and lettering must conform to the Town's Building Zone Regulations (Max. height of 18" on facades, Max. height of 9" on doors and windows);
2. Provide mechanical plans (straight-on view, not at an angle) for all signage on front door, back door and awning;
3. Provide Pantone colors of all text and graphics;
4. ARC finds that the logo on the awning with the vertical lobster will be illegible and needs updating. ARC recommends removing lobster and using only lettering or repositioning lobster. Provide updated plans to be reviewed via email;
5. ARC likes the graphic shown on rear door however any letter or logo greater than 9" in height on windows and/or doors requires review by Zoning Enforcement;
6. "Lobstercraft" lettering on the back of the building is accepted as shown on the mechanical plan;

2. **Mavis, 343 West Putnam Avenue**, Application **PLPZ202100054** for Sign/Awning **for new façade signage** on a property located at 343 West Putnam Ave. in the zone.

**View plans [here](#).**

*Decision Status:* **Return to a Meeting**

*Motion:* Hein *Second:* Cohen

*Vote:* 4-0 (Hein, Cohen, Brake-Smith; Pugliese)

**The applicant shall submit updated plans and information to reflect the following:**

1. ARC reviewed and approved exterior alterations along with new signage for this Mavis location within recent months. Applicant must provide the plans that show the previously approved architecture, signage and lighting.
2. ARC stands behind the previous approval and emphasizes that any changes to signage must take into account the architecture and the feel of the previously approved signage. ARC recommends that lighting of the letters be limited to halo lighting.
3. ARC finds that there should be consistency of signage amongst the Mavis locations in Town.

3. **Mavis, 1330 East Putnam Avenue**, Application **PLPZ202100062** for Sign/Awning **for façade signage and new signage on existing freestanding sign** on a property located at 1330 East Putnam Avenue in the zone.

**View plans [here](#).**

*Decision Status:* **Return to a Meeting**

*Motion:* Hein *Second:* Cohen

*Vote:* 4-0 (Hein, Cohen, Brake-Smith; Pugliese)

**The applicant shall submit updated plans and information to reflect the following:**

1. Provide site plan showing location of freestanding sign;
2. Provide additional photos of existing building;
3. Provide mechanical plans of proposed signage showing letter heights, overall dimensions, font, and pantone colors;
4. Provide specs of proposed lighting; ARC recommends that lighting of the letters be limited to halo lighting;
5. ARC finds that there should be consistency of signage amongst all Mavis locations in Town and especially amongst the two Riverside locations. 1118 East Putnam Ave. looks very sophisticated (ARC reviewed google street view images during meeting), the block letters proposed for 1330

are not as sophisticated;

6. If there is existing landscape and streetscape, it is highly recommended that the applicant improve and increase streetscape vegetation based on P+Z POCD Greenscape goals.

## **II. Committee Business**

1. No New Business.

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