

1. Meeting Materials

Documents:

MARCH 5, 2018 ARCHITECTURAL REVIEW COMMITTEE SIGN MEETING
ACTION AGENDA.PDF

MARCH 5, 2018 ARCHITECTURAL REVIEW COMMITTEE SIGN
SUBCOMMITTEE FINAL AGENDA.PDF

**ARCHITECTURAL REVIEW SIGN SUB-COMMITTEE
ACTION AGENDA**

Monday, March 5, 2018

******* MAZZA ROOM *******

10:00 AM

Greenwich Town Hall

First Floor

101 Field Point Road, Greenwich, CT

ARC MEMBERS PRESENT: Richard Hein (Chairman), Mark Strazza (Vice Chairman), Rhonda Cohen, Paul Pugliese

STAFF MEMBER PRESENT: Marisa Anastasio, Senior Planner

1. U-2 Nails, 1345 East Putnam Avenue

Application **PLPZ 2017 00595** for Sign / Awning Review for **façade signage** on a property located at **1345 EAST PUTNAM AVENUE, RIVERSIDE**, in the LB Zone.

Proposed use: nail salon Existing Use: nail salon (Boston Market Building)

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Pink circle to be about 1/8" larged, aligned with the baseline of typography of the word "spa", and moved closer to the "a" in "spa"
- "U2" to match the size of the other letters and moved closer to the "N" in "Nail"
- Submit Pantone Colors
- Eliminate white border, can add a black border or no border
- Exposed electrical conduit needs to be corrected
- Landlord should think about comprehensive sign program, especially for 2nd floor uses, as this approval of a sign for a 2nd floor use is an exception

2. **Gilles Clement, 45 East Putnam Avenue**

Application **PLPZ 2018 00039** for a Sign / Awning review for **facade signage** on a property located at 45 EAST PUTNAM AVENUE, Unit:55 GREENWICH, CT 06830 in the CGBR zone. Proposed use: retail Existing Use: retail

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Suggest brushed gold letters to be consistent with other signs on building
- Make the sign panel larger so that it can accommodate two lines of typography / existing letters can be used on larger panel
- Rear sign approved as submitted
- Submit sign program for entire building

3. **Habitat Greenwich, 234 East Putnam Avenue**

Application **PLPZ 2018 00048** for a Sign / Awning review for a **new sign and painting of door and stoop** on a property located at 234 East Putnam Avenue, Cos Cob, CT 06807 in the LBR-2 zone. Proposed use: retail Proposed use: retail

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Pugliese Second: Cohen)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Submit all samples of background color, letter colors, and materials to reflect the discussion: Background color: driftwood grey, letters: Matte Pantone #425 (grey), Material: painted wood
- Submit schedule of paints for door and stoop, should be a cooler grey towards the look of driftwood
- Any modifications to the exterior, other than the painting reviewed herein, requires submittal of an Exterior Alteration application

4. **YNNH-Greenwich Hospital Auxiliary Thrift Shop, 199 Hamilton Avenue**

Application **PLPZ 2018 00050** for a Sign /Awning review **for two facade signs and a freestanding sign** on a property located at 199 HAMILTON AVENUE

GREENWICH, CT 06830 in the LBR-2 zone.

Existing use not changing: retail

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Pugliese)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Make letters smaller on freestanding sign to add the word "The"
- Everything needs to be "tightened up"/ flush – if left aligned, then all letters should line up
- Take out air between words in "The Auxiliary Thrift Shop"

5. **Music & Arts, 22 West Putnam Avenue**

Application **PLPZ 2018 00051** for a Sign/ Awning review for **new signage on awning and window** on a property located at 22 WEST PUTNAM AVENUE, Unit:28 GREENWICH, CT 06830 in the CGBR zone. Previous use: retail, Proposed use: not indicated, Staff recommends that the applicant meet with Zoning Enforcement to determine the Use / Use Group of the proposed business

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Zoning review required for proposed use and signage
- Awning to be black not red
- Logo can be a maximum of 18" in height
- "Music & Arts" on awning should be reduced to between 6-5/8" to 7"
- "Music & Arts" on window can be maximum 9" and 15% of window
- Submit sample of awning

6. **BMW of Greenwich, 359 West Putnam Avenue**

Application **PLPZ 2018 00052** for a Sign Awning review **for façade signage and a freestanding sign** on a property located at 359 WEST PUTNAM AVENUE

GREENWICH, CT 06831 in the Zone GB. Existing use: Auto Storage Proposed Use:
Auto Sales and Service

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Clarify the color designation of letters on the façade sign
- Freestanding sign should be simplified by taking out the black lines above and below “Certified Pre-owned”
- Submit samples

7. **Cocoon, 7 East Putnam Avenue**

Application **PLPZ 2018 00054** for a Sign Awning review **for signage on facade and window** on a property located at 7 EAST PUTNAM AVENUE, Unit:19

GREENWICH, CT 06830 in the CGBR zone. Propose use: Retail Existing use:
Gallery

DECISION STATUS: Approved as shown

(Motion: Pugliese Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

8. **SoBol, 132 East Putnam Avenue**

Application **PLPZ 2018 00056** for a Sign Awning review for **modification to previously reviewed awning signage** on a property located at 132 East Putnam Avenue, Cos Cob, CT 06807 in the LBR-2 zone. Proposed use: Retail Previous use: retail

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Strazza Second: Cohen)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Submit Pantone Color of "SoBol" lettering
- Letter height of "Acai Bowls and Beyond" should be uniform with lettering on other signs
- Take out air between lettering of "Açaí Bowls And Beyond"
- Temporary signage requires Zoning Enforcement review
- Note that windows should be free of unpermitted signage, any window signage needs further review

9. **Living Hope Church, 38 West End Avenue**

Application **PLPZ 2018 00057** for a Sign Awning review **for one façade sign** on a property located at 38 WEST END AVENUE OLD GREENWICH, CT 06870 in the R-12 zone. Proposed use and Previous use not indicated on application form

DECISION STATUS: Return to Meeting

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Church in a residential zone, therefore signage limited to 20 square feet. Letters and logos can be a maximum of 18" in height. Zoning enforcement must perform preliminary review of proposed signage. Is variance required?
- ARC recommends creating mock up designs for a monument sign and facade sign within the parameters of the Regulations (no greater than 20 square feet, 18" letters/logo, etc...)

10. **Greyson DeVere, 25 (aka 23) Lewis Street**

Application **PLPZ 2018 00060** for a Sign Awning review **for signage on façade and awning** on a property located at 25 LEWIS STREET GREENWICH, CT 06830 in the Zone CGBR. Proposed use: retail Previous use: retail

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Submit line drawing of front of building and measurement of recessed area where "GDV" is proposed (photo with tape measure would be acceptable)
- Logo should be clearer, options include using an outline logo on awning, placing a decal of the logo on window (9" max), or placing a decal of the logo on the door along with the name of the business
- GDV is too large; should be in proportion to the size of the area therefore measurement of recessed area is important

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3. Habitat Greenwich, 234 East Putnam Avenue

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7. **Cocoon, 7 East Putnam Avenue**

Application PLPZ 2018 00054 for a Sign Awning review for signage on facade and window on a property located at 7 EAST PUTNAM AVENUE, Unit:19 GREENWICH, CT 06830 in the CGBR zone. Propose use: Retail Existing use: Gallery

8. **SoBol, 132 East Putnam Avenue**

Application PLPZ 2018 00056 for a Sign Awning review for modification to previously reviewed awning signage on a property located at 132 East Putnam Avenue, Cos Cob, CT 06807 in the LBR-2 zone. Proposed use: Retail Previous use: retail

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10. **Greyson DeVere, 25 (aka 23) Lewis Street**

Application **PLPZ 2018 00060** for a Sign Awning review **for signage on façade and awning** on a property located at 25 LEWIS STREET GREENWICH, CT 06830 in the Zone CGBR. Proposed use: retail Previous use: retail

NOTE:

AT THE MEETING:

Applicants or their representatives **must be present at the meeting** for which their item is scheduled. If unable to attend, the applicant must submit a written request for continuance prior to the meeting. If an applicant does not show for the sign meeting they will not be allowed to attend the regular ARC meeting as this meeting has already been fully scheduled. The applicant must then wait until the next sign subcommittee meeting that has availability to have their application heard.

For ALL Exterior Alteration applications, applicants are required to **bring eight (8) sets of all previously submitted plans to the meeting**. These should be brought as pre-assembled packets for the Committee members. Exterior Alteration plans must be full size and scalable; reductions will not be reviewed. **If these plans are not brought to the meeting, YOU WILL NOT BE HEARD**, and must wait until a subsequent ARC meeting. The applicant should also bring all color samples and materials to the meeting.

For ALL Sign applications, applicants are required to **bring all color samples and materials to the meeting**. Sign plans should be at least 11" x 17" and scalable. The applicant should have photographs of the entire building as well as the surrounding structures and streetscape.

On future agendas:

Greenwich High School; Application PLPZ2017 00323 for Sign review to add new free standing sign on a property located at 10 HILLSIDE ROAD GREENWICH in the R-20 Zone. Proposed Use: institutional
Existing Use: institutional

Note: Applicant is working on revising the details of the sign, including a brick base.