

1. ARC\_Agenda\_2021\_03\_15

Documents:

[3-15-21 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC\_Agenda\_2021\_03\_15

Documents:

[3-15-21 ARC SIGN MEETING ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE  
FINAL AGENDA Sign Subcommittee Meeting  
Monday, March 15, 2021 10:30am**

**Zoom Virtual Meeting  
Webinar ID: 890 5066 3410  
Password: 7880060**

Please click the link below to join the webinar:

<https://greenwichct.zoom.us/j/89050663410?pwd=ZGZPMTFhVDI6OGNMeTEyL0x5UllxZz09>

Or iPhone one-tap: US: +16465189805,,89050663410#,,1#,7880060# or  
8778535257,,89050663410#,,1#,7880060# (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. **Mavis, 1330 East Putnam Avenue**, Application **PLPZ202100062** for Sign/Awning review **for façade signage and new signage on existing freestanding sign** on a property located at 1330 East Putnam Avenue in the zone. Previously reviewed at the 3-1-21 meeting. *View original submittal [here](#) and revised plans [here](#).*
2. **The RealReal, 256 Greenwich Avenue**, Application **PLPZ202100063** for Sign/Awning review **for façade and awning signage, and exterior paint** on a property located at 256 Greenwich Avenue in the CGBR zone. *View plans [here](#).*
3. **Splash Car Wash, 625 West Putnam Ave.**, Application **PLPZ202100065** for Sign/Awning review **for new façade signage** on a property located at 625 West Putnam Ave. in the LB zone. *View plans [here](#).*
4. **Zadig & Voltaire, 271 Greenwich Ave.**, Application **PLPZ202100069** for Sign/Awning review **for façade and window signage** on a property located at 271 Greenwich Avenue in the CGBR zone. *View plans [here](#).*

**Note: Mavis, 343 West Putnam Avenue, Application PLPZ202100054, has been withdrawn.**

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

**ARCHITECTURAL REVIEW COMMITTEE  
ACTION AGENDA Sign Subcommittee Meeting  
Monday, March 15, 2021 10:33am – 12:09pm**

**Zoom Virtual Meeting**

**Members Present:** Richard Hein, Chairperson (left at 11:30am); Heidi Brake-Smith; Rhonda Cohen

**Staff Present:** Marisa Anastasio, Senior Planner; Bianca Dygert, Planner II

**I. Sign/Awning Reviews:**

1. **Mavis, 1330 East Putnam Avenue**, Application **PLPZ202100062** for Sign/Awning review **for façade signage and new signage on existing freestanding sign** on a property located at 1330 East Putnam Avenue in the zone. Previously reviewed at the 3-1-21 meeting.

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

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

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

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

1. **The height of letters of the façade signage shall be reduced to between 12”-14” to match the height of the previous “Karl Automotive” lettering.**
2. **Illumination to be halo type, limited to letters and shall not exceed 4000 Kelvin. The green of the freestanding sign must therefore be opaque.**
3. **‘&’ to be same height as ‘tires’ and ‘brakes’ on freestanding sign.**
4. **Freestanding sign post to be painted black or dark gray as proposed.**
5. **Provide mechanical plans to include dimensions, colors, typeface, and font, for any decals on the door, which cannot exceed 15% of the total glass area. The typography should be sophisticated, readable and not overpowering, don’t use bold block typeface.**
6. **Any future signage including directional signage requires further ARC review.**
7. **The photos submitted show broken / missing tiles on lower façade of building and ARC recommends fixing / replacing these tiles (with proper permitting).**
8. **ARC strongly recommends adding landscaping along the street side of**

**the property and further recommends reviewing and reducing the size of the existing curb cut, based on P+Z POCD Greenscape goals.**

2. **The RealReal, 256 Greenwich Avenue**, Application **PLPZ202100063** for Sign/Awning review **for façade and awning signage, and exterior paint** on a property located at 256 Greenwich Avenue in the CGBR zone.

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

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

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

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

1. **Provide mechanical drawing of awning including dimensions and cross sectional side view; show alignment to match adjacent “blue mercury” awning; provide sample color of awning;**
  2. **Reduce the height of the façade sign letters so there is at least 2” between the letter and molding – use the previous “Madewell” sign and adjacent “blue mercury” sign as reference for spacing, sizing of lettering and space between molding;**
  3. **Façade paint should be true black;**
  4. **Lighting must not exceed 3500 Kelvin (light fixtures are existing).**
  5. **Provide mechanical drawing for any signage on the doors such as hours of operation – can not exceed 15% of the total glass area.**
3. **Splash Car Wash, 625 West Putnam Ave., Application PLPZ202100065** for Sign/Awning review **for new façade signage** on a property located at 625 West Putnam Ave. in the LB zone. *View plans [here](#).*

*Decision Status:* **Discussion item, applicant to return to future meeting**

Chris Fisher presented. Chairperson Hein, members Brake-Smith and Cohen reviewed and offered input, however Chairperson Hein left meeting before the end of the discussion. The architecture of the building has recently been updated, and includes a distinctive wave element that runs along the front and side façades (South and East) and “branding walls” that are higher than the rest of the façade. Applicant proposes to add signage to front façade facing West Putnam Avenue - yellow block letters reading “CAR WASH” with circular graphic between the two words. The sign proposed on the wall facing East Weaver, where cars actually enter, is an oval shaped logo reading “Splash” with a car and splash graphic, all within a yellow oval.

The oval logo facing East Weaver is greater than 18” per the submitted plans which is not permitted.

ARC finds that the bright yellow bold block letters CAR WASH sign detracts from the building and is way out of proportion – letters are too big, yellow color is garish and circular graphic is out of proportion.

Mr. Fisher indicated that the yellow is part of a current re-branding of the Splash Car Washes.

Mr. Fisher held up an alternate plan on video which showed more of a capsule shaped Splash logo – Members Brake-Smith and Cohen did not like that concept either.

ARC finds there are many different elements competing with each other in both the original proposal and the alternate plan – bright yellow color, large block lettering, several different colors in sign and building - red/blue/yellow/white, both oval and circular shapes in the two signs, different line weights throughout– it results in a garish / tacky look.

A cohesive design is needed -ARC recommends a designer review the architecture and design a sign program that is proportional with and related to the architecture of the building and is related to Greenwich. Signs must be cohesive with each other.

Applicant must provide lighting specs for any new lighting and for any illumination of lettering. ARC generally recommends a lighting temperature between 3000 – 4000 Kelvin.

Applicant to provide pantone specs of colors.

Member Cohen gave the example that the oval logo would be improved by changing field color to blue to match building color, with “Splash” lettering in white and car and splash graphic in white or maybe red (both same color) and removing yellow oval outline.

The applicant is instructed to submit updated plans based on ARC’s input and the project will then be scheduled for another review at a future meeting. The applicant can reach out to staff with any questions / clarification.

4. **Zadig & Voltaire, 271 Greenwich Ave., Application PLPZ202100069** for Sign/Awning review **for façade and window signage** on a property located at 271 Greenwich Avenue in the CGBR zone. *View plans [here](#).*

***Decision Status: Discussion item, project to be placed on 3/17/21 for review by subcommittee quorum.***

Brian from Frohling Signs presented. Applicant clarified that there is no drop

shadow proposed on the actual sign – it is just the way the plan is drawn up. The proposed sign letters are 1” deep channel letters.

The photos show the existing storefront (“velvet”) with a black and white paint job – applicant confirmed that Zadig and Voltaire will paint the façade totally black – applicant to provide paint sample / pantone color.

Black awning is existing and will remain as is.

No address or signage on door – the existing bronze address plaque to the left of the storefront door is remaining in place.

Window signage consists of acrylic decals.

Members Brake-Smith and Cohen find the façade and window signage and black paint to be visually appealing / proportionate.

The project will be placed on the 3/17/21 meeting for review by the sign subcommittee quorum.

*Note: Mavis, 343 West Putnam Avenue, Application PLPZ202100054, has been withdrawn.*

## **II. Committee Business:**

### **1. Any Business.**

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