

1. ARC_Agenda_2019_04_01

Documents:

[4-1-19 ARC SPECIAL SIGN SUBCOMMITTEE MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2019_04_01

Documents:

[4-1-19 ARC SPECIAL SIGN SUBCOMMITTEE MEETING, DRAFT ACTION AGENDA.PDF](#)

3. ARC_Agenda_2019_04_01

Documents:

[4-1-19 ARC SPECIAL SIGN SUBCOMMITTEE MEETING, FINAL ACTION AGENDA.PDF](#)

ARCHITECTURAL REVIEW COMMITTEE

Monday, April 1, 2019

FINAL AGENDA

Cone Room, 2nd Floor

Town Hall, 101 Field Point Road, Greenwich

Sign Subcommittee Special Meeting 10:00 AM

NOTE: Applicants or their representatives **must be present at the meeting** for which their item is scheduled. The applicant should provide **samples of colors and materials at the meeting.**

I. Signs/Awnings:

- 1. Little Beet Table, 376 Greenwich Ave.;** Application: PLPZ201900082 for a Sign/ Awning review for new façade sign on a property located at 376 GREENWICH AVENUE in the CGBR Zone.
- 2. Sanda's Cleaners, 59 East Putnam Ave. Cos Cob;** Application: PLPZ201900085 for a Sign/ Awning review for proposed façade and freestanding signs on a property located at 59 EAST PUTNAM AVENUE in the LB Zone.
- 3. She La La Retail, 73 Greenwich Ave.;** Application: PLPZ201900089 for a Sign /Awning review for a new façade sign. on a property located at 73 GREENWICH AVENUE in the CGBR Zone.
- 4. Greenwich Point Dermatology, LLC;** Application: PLPZ201900084 for a Sign Awning Approval 2 proposed signs and awning. on a property located at 20 EAST ELM STREET GREENWICH, CT 06830 in the CGB Zone.
- 5. Indochino;** Application: PLPZ201900095 for a Sign Awning Approval Install one sign and awning on a property located at 343 GREENWICH AVENUE GREENWICH, CT 06830 in the CGBR Zone.
- 6. JLofts, 1154-66 EPA;** Application: PLPZ201900088 for a Sign Awning Approval 11 proposed signs. on a property located at 1156 EAST PUTNAM AVENUE, 1170 RIVERSIDE, CT 06878 in the LB Zone.

ARCHITECTURAL REVIEW COMMITTEE

Monday, April 1, 2019

ACTION AGENDA DRAFT

Cone Room, 2nd Floor

Town Hall, 101 Field Point Road, Greenwich

Sign Subcommittee Special Meeting 10:00 AM – 11:15 AM

Members Present: Richard Hein, Chairperson; Rhonda Cohen; Paul Pugliese.

Staff Persons: Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II.

I. Signs/Awnings:

- 1. Little Beet Table, 376 Greenwich Ave.;** Application: PLPZ201900082 for a Sign/ Awning review for a **new façade sign** on a property located at 376 GREENWICH AVENUE in the CGBR Zone.

DECISION STATUS: Approved as Submitted

(Motion: Pugliese Second: Cohen)

Voting in favor: Hein, Cohen, Pugliese

Notes:

- Applicant showed sample letter - black with gold edging, ½ inch thick. Lights are existing on building and won't be changing. The holes in the façade from the previous sign mounting will be patched.

2. **Sanda's Cleaners, 59 East Putnam Ave. Cos Cob;** Application: PLPZ201900085 for a Sign/ Awning review for **proposed façade and freestanding signs** on a property located at 59 EAST PUTNAM AVENUE in the LB Zone.

DECISION STATUS: Submit revisions electronically (email:

Manastasio@greenwichct.org)

(Motion: Cohen Second: Hein)

Voting in favor: Hein, Cohen, Pugliese

The plans shall be revised to reflect the following:

- The subcommittee recommends that the sign be allowed to have an open area of less than 7'4" underneath, but approves of the 7'4" space if required by the Regulations.
- Correct the plans to eliminate the lightbox for the freestanding sign. The subcommittee does not approve of light boxes used here and the applicant confirmed no light boxes are proposed.
- Change the color of both signs to a charcoal grey background with white letters. Submit the pantone color for the grey.
- The subcommittee recommends the freestanding sign be wood with carved letters or flat white letters.
- The gooseneck lights are okay.
- Update lettering on freestanding sign to be all on one line, like the façade sign; OR keep the lettering on two lines but revise to be all caps in smaller font. The space between the apostrophe and S must be tightened up. Keep the hairline rule as shown.
- Update font to be more sophisticated – ARC suggests using the font that was used for the WELLMADE sign that was previously existing on site.

3. **She La La Retail, 73 Greenwich Ave.**; Application: PLPZ201900089 for a Sign /Awning review for a **new façade sign** on a property located at 73 GREENWICH AVENUE in the CGBR Zone.

DECISION STATUS: Submit revisions electronically (email:

Manastasio@greenwichct.org)

(Motion: Pugliese Second: Hein)

Voting in favor: Hein, Cohen, Pugliese

The plans shall be revised to reflect the following:

- Update sign to be length of inner window, centered with existing gooseneck lights, and in line with the adjacent “Out of the Box” sign. Adjust the lettering accordingly, keeping in mind the maximum lettering height permitted is 18 inches.
- Square off the sign into a simple rectangle.

4. **Greenwich Point Dermatology, LLC**; Application: PLPZ201900084 for a Sign Awning review of **two façade signs and one awning sign** on a property located at 20 EAST ELM STREET in the CGB Zone.

DECISION STATUS: Submit revisions electronically (email:

Manastasio@greenwichct.org)

(Motion: Cohen Second: Hein)

Voting in favor: Hein, Cohen, Pugliese

The plans shall be revised to reflect the following:

- Note that the medical office is a 2nd floor use with a 1st floor lobby.
- Signage above the door: Eliminate the signage above the door and replace with a metal sign plaque with cut out letters, illuminated in back, with hairline rule. The address number (20) can be integrated into this signage but shall not be a separate plaque.
- Awning signage: Reduce the lettering on the awning to 5 inches (down from 7”).
- Signage proposed on the side of the building: Lower the signage to the first floor level. Reduce the logo (leaf veins) to 18”, to be in compliance with the Regulations. Reduce the size of the lettering.
- Submit black/ white mechanical drawings for each sign revision.
- Windows: Applicant discussed replacing the windows. ARC notes that the building is located within a local Historic District. ARC confirmed that windows may only be replaced if “in-kind” and that any change to windows – (material/muntins/mullions) requires further review by ARC and HDC.

5. **Indochino**; Application: PLPZ201900095 for a Sign Awning review for **façade and awning signage** on a property located at 343 GREENWICH AVENUE in the CGBR Zone.

DECISION STATUS: Submit revisions electronically (email:

Manastasio@greenwichct.org)

(Motion: Hein Second: Pugliese)

Voting in favor: Hein, Cohen, Pugliese

The plans shall be revised to reflect the following:

- Eliminate “made to measure” from the awning. This wording can be shown on the window. Window signage is limited to 15% of the area of the windows.
- Fasten the letters to the mortar joints, not the brick face.

6. **JLofts, 1154-66 EPA**; Application: PLPZ201900088 for a Sign Awning review for **JLofts sign program: freestanding sign and individual tenant signage** on a property located at 1154 EAST PUTNAM AVENUE, Riverside in the LB Zone.

DECISION STATUS: Submit revisions electronically (email:

Manastasio@greenwichct.org). Return to meeting for future tenant signage.

(Motion: Cohen Second: Hein)

Voting in favor: Hein, Cohen, Pugliese

The plans shall be revised to reflect the following:

- Freestanding sign: Eliminate logos on the freestanding sign and just use wording for each tenant. Revise illumination to halo lit. Use consistent typography for each tenant.
- Address numbers: Applicant confirmed the address numbers are not proposed to be illuminated.
- Background color for façade signage: Shall be the closest match to the medium-dark brown siding color of the building once installed. Pantone 405 is shown on plans, but may need to be updated.
- JLofts RIVERSIDE sign: Reduce the font size of RIVERSIDE in JLofts RIVERSIDE. RIVERSIDE is too prominent in the current layout – JLofts needs to be more pronounced.
- School of Rock signage: Sign proposed on 2nd floor: design is okay, revise illumination to be halo lit. Door signage shall be updated to be logo only, no lettering. Logos are limited to 9” in height on doors. Signage shall line up with the top of the windows.
- Greenwich Kempo signage: Sign proposed on 2nd floor: design is okay revise illumination to be halo lit. Door signage shall be updated to be logo

Architectural Review Committee
April 1, 2019
Sign Subcommittee Meeting, ACTION Agenda

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Architectural Review Committee
April 1, 2019
Sign Subcommittee Meeting, ACTION Agenda final

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