

1. ARC_Agenda_2023_04_03

Documents:

[4-3-23 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2023_04_03

Documents:

[4-3-23 ARC SIGN MEETING ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, April 3, 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. **Lugano, 240 Greenwich Ave., Applications PLPZ 2023 00056** for Sign/Awning review for **new façade signage** on a property located at **240 Greenwich Avenue / owner: 240 GA, LLC** in the CGBR zone. *Last reviewed at the 3-13-23 meeting.* View updated plans [here](#).
2. **Maman Bakery, 98 Greenwich Ave., Application PLPZ 2023 00076** for Sign/Awning review for **new façade signage and window/door decals** on a property located at **98 Greenwich Avenue / owner 98, 102, 108 Greenwich Avenue I, LLC:** in the CGBR zone. View application [here](#).
3. **Mason Street Holdings LLC, 131-137 Mason St. Application PLPZ 2023 00092** for Sign/Awning review for **updates to existing freestanding signage** on a property located at 135-137 Mason St. in the CGB zone. View application [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, April 3, 2023 10:31am – 11:29am

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: Heidi Brake-Smith; Rhonda Cohen, Paul Pugliese
Staff: Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II

I. Sign/Awning Reviews:

1. **Lugano, 240 Greenwich Ave., Applications PLPZ 2023 00056** for Sign/Awning review for **new façade signage** on a property located at **240 Greenwich Avenue / owner: 240 GA, LLC** in the CGBR zone. *Last reviewed at the 3-13-23 meeting.* View updated plans [here](#).

*Decision Status: **Approved as Submitted***

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

Notes:

- a. **HDC reviewed the exterior change to the storefront. The new white frame around the storefront will follow the outside dimensions of the existing black frame in order to avoid covering any existing stonework.**
 - b. **The temperature of the LED lighting should be limited to 3500 Kelvin.**
 - c. **Care should be taken to avoid damage to stonework. The pin mounted letters and electric for lighting should be installed in grout to avoid damage to stonework.**
2. **Maman Bakery, 98 Greenwich Ave., Application PLPZ 2023 00076** for Sign/Awning review for **new façade signage and window/door decals** on a property located at **98 Greenwich Avenue / owner 98, 102, 108 Greenwich Avenue I, LLC:** in the CGBR zone. View application [here](#).

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

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

Submit plans to address the following:

- a. Applicant to remove the word “Events” from the façade signage and remove the “.” / period at the end of each word and center remaining wording (“Coffee Bakery Kitchen”) with and make proportionate to, “Maman”;
 - b. Note that retail establishments are not permitted to hold events on premises as of right, so any event use requires further Zoning Enforcement review;
 - c. Remove “98 Greenwich Street” from bottom door;
 - d. Simplify the service animals verbiage on the door, ARC recommends: “Service animals only”
 - e. The proposed logos on the window and door must be reduced to 9” in height, ARC suggests removing the circles and then adjusting the remaining lettering. Logos and lettering are limited to 9” in height and overall signage area is limited to 15% on window/door glass per Sec. 6-164 and 6-169 of the Town’s Building Zone Regulations.
 - f. ARC accepts the proposed Kensington Blue color for the façade. An exterior alteration application is required for this update.
3. **Mason Street Holdings LLC, 131-137 Mason St. Application PLPZ 2023 00092** for Sign/Awning review for updates to existing freestanding signage on a property located at 135-137 Mason St. in the CGB zone.
View application [here](#).

Decision Status: Return to a meeting

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

Applicant did not present at meeting, ARC reviewed the submittal and made the following notes for applicant to address:

- a. Clarify the existing signage – is the smaller sign being removed and the remaining post and board sign being updated?
- b. Submit a mechanical drawing indicating the font name and point size of lettering and numerals.
- c. ARC recommends updating the font (appears to be “Optima”) to something less outdated, ARC recommends using a purely sans or sans serif font – current font looks to be a combination of the two.
- d. The rendering appears to show rule lines around the overall sign and each tenant sign - this would be too many rule lines.

- e. **Provide clear rendering of overall sign that shows it in perspective to the site, not just in close up view and with all dimensions noted, including the height and width of the sign posts.**
- f. **Provide photos that show the existing signs face on, not at an angle.**
- g. **Submit the requested updated documentation to ARC staff to be scheduled for future meeting (email pdfs to Marisa.Anastasio@greenwichct.org and submit a set of hard copies to the P+Z office, Greenwich Town Hall, 101 Field Point Road, 06830)**

II. Committee Business:

1. Any Business. None.

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