

1. ARC_Agenda_2021_04_05

Documents:

[4-5-21 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2021_04_05

Documents:

[4-5-21 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, April 5, 2021 10:30am**

**Zoom Virtual Meeting
Webinar ID: 815 6426 3916
Password: 4866023**

Please click the link below to join the webinar:

<https://greenwichct.zoom.us/j/81564263916?pwd=M2xNU2tCMThucVZJU3ErM0NZcWRnQT09>

**Or iPhone one-tap: US: +16465189805,,81564263916#,,1#,4866023# or
8335480276,,81564263916#,,1#,4866023# (Toll Free)**

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

I. Sign/Awning Reviews:

1. **Gretchen Scott, 73 Greenwich Avenue, Application PLPZ202100096** for Sign/Awning review for **new awning with signage** on a property located at 73 Greenwich Ave. in the CGBR zone.

View plans [here](#).

2. **34 East Putnam Avenue Corp, 34 East Putnam Ave., Application PLPZ202100096** for Exterior Alteration review for **storefront alterations including relocating doors** on a property located at 34 East Putnam Avenue in the CGBR zone.

View plans [here](#).

3. **Thurles, LLC, 265 Greenwich Ave.,; Application PLPZ202100098 and PLPZ202100100** for Sign/Awning and Exterior Alteration **for new plague sign, front door replacement and new rear door and light fixture** on a property located at 265 Greenwich Ave. in the CGBR zone.

View sign application [here](#).

View exterior alteration application [here](#).

4. **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](#).

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 as soon as possible in advance of the event.

**ARCHITECTURAL REVIEW COMMITTEE
ACTION AGENDA Sign Subcommittee Meeting
Monday, April 5, 2021 10:30am – 11:31am**

Zoom Virtual Meeting

Members Present: Richard Hein, Chairperson ; Heidi Brake-Smith; Paul Pugliese
Staff Present: Marisa Anastasio, Senior Planner;

I. Sign/Awning Reviews:

1. **Gretchen Scott, 73 Greenwich Avenue, Application PLPZ202100096** for Sign/Awning review for **new awning with signage** on a property located at 73 Greenwich Ave. in the CGBR zone.

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

Motion: Hein *Second:* Pugliese

Vote: 3-0 (Hein, Brake-Smith, Pugliese)

The applicant shall submit updated plans to reflect the following:

1. Reduce the height of the letters on front awning valence to 6”;
 2. Letters on side of awning can remain at 3” in height;
 3. ARC finds that the green and blue colors proposed are clashing and encourage the applicant to make sure these are the colors they want to use;
 4. The proposed awning recover for the adjacent retail store to the right shall match the Sephora awning in color, height, and alignment.
2. **Thurles, LLC, 265 Greenwich Ave.,; Application PLPZ202100098 and PLPZ202100100** for Sign/Awning and Exterior Alteration **for new plaque sign, front door replacement and new rear door and light fixture** on a property located at 265 Greenwich Ave. in the CGBR zone.

Decision Status: **Accepted as submitted**

Motion: Hein *Second:* Pugliese

Vote: 3-0 (Hein, Brake-Smith, Pugliese)

3. **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. Previously reviewed at the 3-15-21.

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

Motion: Hein *Second:* Brake-Smith

Vote: 3-0 (Hein, Brake-Smith, Pugliese)

The applicant shall submit updated plans to reflect the following:

1. It is noted that the signage and awning have been installed on site already.
 2. ARC finds that their 3-15-21 decision is appropriate. ARC therefore requires that the letters of the façade sign be reduced in height to be less than 18” and to be comparable in both height and spacing to the previous Madewell sign and the adjacent storefronts.
 3. The decision from the 3-15-21 meeting is as follows:
 - a. 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;
 - b. Reduce the height of the façade sign letters so there is at least 2” between the letters and molding – use the previous “Madewell” sign and adjacent “blue mercury” sign as reference for spacing, sizing of lettering and space between molding;
 - c. Façade paint should be true black;
 - d. Lighting must not exceed 3500 Kelvin (light fixtures are existing).
 - e. Provide mechanical drawing for any signage on the doors such as hours of operation – can not exceed 15% of the total glass area.
 4. ARC accepts the awning and the lettering on awning as shown on plans.
4. **34 East Putnam Avenue Corp, 34 East Putnam Ave., Application PLPZ202100096** for Exterior Alteration review for **storefront alterations including relocating doors** on a property located at 34 East Putnam Avenue in the CGBR zone.

Decision Status: **Electronic Resubmission (email plans to manastasio@greenwichct.org); ARC may require a return to meeting if revised plans do not adequately address concerns**

Motion: Hein *Second:* Pugliese

Vote: 3-0 (Hein, Brake-Smith, Pugliese)

The applicant shall submit updated plans to reflect the following:

1. Applicant did not attend meeting. ARC reviewed the proposed plans to provide applicant with input in their absence.
2. Plans show the façade of the subject tenant space comprised of three glass panels each defined by brick archways. The existing double door in the center of the central glass panel is proposed to be replaced by two doors, one on the right and one of the left of the central glass panel. The tenant space will split into two tenant spaces based on this new configuration.
3. ARC finds that the applicant must submit plans to show sign placeholders and any further revision or clarification on how tenant spaces will be clearly defined, and how signage will work, prior to ARC issuing a decision on the door replacement.
 - a. ARC finds that the other tenant signs in this building are comprised of lettering placed on the arched section of glass. ARC requires that the applicant show the sign program (placeholders, don't need to show specific branding) for the new storefronts – will the signs for the new tenants be placed similarly to the existing tenants (recommended)? Will door/window signage be used to define the tenant spaces?
 - b. ARC suggests that placing the new doors on the right and left panels instead of the central panel may be better for defining the tenant spaces.

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 as soon as possible in advance of the event.