

1. ARC\_Agenda\_2022\_04\_18

Documents:

[4-18-22 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC\_Agenda\_2022\_04\_18

Documents:

[4-18-22 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE  
FINAL AGENDA Sign Subcommittee Meeting  
Monday, April 18, 2022 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. **Constantino's, 699 West Putnam; Application PLPZ202200090** for Sign/Awning review for **two façade signs and awnings** on a property located at 699 West Putnam Avenue in the LB zone. **View application [here](#).**
2. **Metro Mattress, 17A East Putnam Avenue, Application PLPZ202200150** for Sign/Awning review for **a new façade sign** on a property located at 7-19 East Putnam Avenue in the CGBR zone. **View application [here](#).**
3. **Falafel Taco, 28 Greenwich Ave. Application PLPZ202200151** for Sign/Awning review for **a new façade sign with gooseneck lights** on a property located at 28 Greenwich Ave in the CGBR zone. **View application [here](#).**
4. **The Tobacconist of Greenwich, 8 Havemeyer Place aka 301-309 Greenwich Ave., Application PLPZ202200164** for Sign/Awning review for **a new illuminated façade sign** on a property located at 301-309 Greenwich Ave in the CGBR zone. **View application [here](#).**

**II. Committee Business:**

1. Any Business.

**ARCHITECTURAL REVIEW COMMITTEE**  
**ACTION AGENDA Sign Subcommittee Meeting**  
**Monday, April 18, 2022 10:31am – 12:17pm**

**Zoom Virtual Meeting**  
**Webinar ID: 899 5791 5018 Password: 2433004**

**Members Present:** Richard Hein, ARC Chairperson; Heidi Brake-Smith, and Rhonda Cohen  
**Staff Present:** Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II

**I. Sign/Awning Reviews:**

1. **Constantino's, 699 West Putnam; Application PLPZ202200090** for Sign/Awning review for **two facade signs and awnings** on a property located at 699 West Putnam Avenue in the LB zone. **View application [here](#).**

*Decision Status:* **Return to a Meeting (updated plans to be submitted to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org), and one hard copy to PZ office)**

*Motion:* Cohen *Second:* Brake-Smith

*Vote:* 3-0

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

- a. Applicant to provide photographs of the actual building and surrounding area;
- b. Reposition the logo in proper proportions on both sides of the building; logos must be 18" or less per the Regulations;
- c. Explore ways to unify both sides of the building through decals, awnings, door colors, etc.;
- d. Provide mechanical drawings and renderings for any proposed decals on window glass / doors;
- e. ARC strongly recommends adding greenery, possibly at the west end of the building; the triangular inset area may be an area for greenery and outdoor tables (see the Building Zone Regulations for the outdoor dining rules);
- f. Provide the details of the awning attachment: color, dimensions, how far they are projecting, height from the ground;
- g. Regarding the signage on the gable, ARC would like to see the background changed from yellow to white, and the logo made smaller so it properly floats in the space.

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*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](mailto:demetria.nelson@greenwichct.org) as soon as possible in advance of the event.*

2. **Metro Mattress, 17A East Putnam Avenue, Application PLPZ202200150** for Sign/Awning review for **a new façade sign** on a property located at 7-19 East Putnam Avenue in the CGBR zone. **View application [here](#).**

*Decision Status:* **Return to a Meeting (updated plans to be submitted to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org), and one hard copy to PZ office)**

*Motion:* Cohen *Second:* Brake-Smith

*Vote:* 3-0

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

- a. Update plans to show right sign board to be blank, and all lettering (“Metro Mattress”) to be placed on the left sign board;
- b. Update the lettering to show correct point size, with both M’s a little larger than other letters and both M’s matching in size to each other;
- c. If halo lighting is proposed, provide details including temperature (3500 K is ARC standard) and type; and provide information on any other storefronts that utilize halo lighting in that strip of stores;
- d. ARC recommends the applicant include black awnings to unify both storefronts;
- e. ARC recommends the applicant include decals with the retail name to unify both storefronts on both large windows;
- f. Applicant to clarify if one or both doors are operable;
- g. Provide mechanicals of any decals on window glass/ doors;
- h. For the back entrance sign, provide a Pantone Color for the proposed “gold” color for the sign;
- i. For the back entrance, the signboard shall move down as far as possible / as close to existing light fixture;

3. **Falafel Taco, 28 Greenwich Ave. Application PLPZ202200151** for Sign/Awning review for **a new façade sign with gooseneck lights** on a property located at 28 Greenwich Ave in the CGBR zone. **View application [here](#).**

*Decision Status:* **Sign is approved as submitted (with no white border); Lighting and decals to return to a meeting (updated plans to be submitted to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org), and one hard copy to PZ office)**

*Motion:* Brake-Smith *Second:* Cohen

*Vote:* 3-0

**The applicant shall submit the following:**

- a. Applicant notes they are not proposing a white border, that the white is existing from the previous signboard that will be replaced (i.e. photoshop error);
- b. Proposed lighting requires submittal of specs – fixture specs, proposed temperature, photo metrics.
- c. Any proposed decals on window glass / doors require submittal of specs – dimensions, colors, placement.

4. **The Tobacconist of Greenwich, 8 Havemeyer Place aka 301-309 Greenwich Ave., Application PLPZ202200164** for Sign/Awning review for **a new illuminated façade sign** on a property located at 301-309 Greenwich Ave in the CGBR zone. **View application [here](#).**

*Decision Status:* **Approved as submitted.**

*Motion:* Cohen *Second:* Brake-Smith

*Vote:* 3-0

**The applicant shall submit the following:**

- a. The proposed Kelvin is 3000k, noted by the applicant to match the neighboring Starbucks condition.

**II. Committee Business:**

1. Any Business.