

1. ARC_Agenda_2021_04_19

Documents:

[4-19-21 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2021_04_19

Documents:

[4-19-21 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, April 19, 2021 10:30am**

**Zoom Virtual Meeting
Webinar ID: 871 2911 8772
Password: 5153243**

Please click the link below to join the webinar:

<https://greenwichct.zoom.us/j/87129118772?pwd=UmpLQ2JOdnZZZmhDZlptSVZCOUg0UT09>

Or iPhone one-tap: US: +16465189805,,87129118772#,,1#,5153243# or
8335480276,,87129118772#,,1#,5153243# (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. The Modern, 125 Field Point Road; Application PLPZ202100123** for Sign / Awning review for **new site signage** at a property located at 125 Field Point Road in the R-6 zone.
View plans [here](#).
- 2. Central Middle School, 9 Indian Rock Lane; Application PLPZ202100129** for Sign / Awning review for **a freestanding sign** at Central Middle School located at 9 Indian Rock Lane in the R-12 zone.
View plans [here](#).
- 3. Elm Street Oyster House, 11 West Elm Street; Application PLPZ202100134** for Sign / Awning review for **a new awning with signage** at a property located at 11 West Elm Street in the CGBR zone.
View plans [here](#).
- 4. 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. *Previously reviewed at the 3-15-21 meeting.*
View revised plans [here](#) and original 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 19, 2021 10:30am – 11:31am

Zoom Virtual Meeting

Members Present: Richard Hein, Chairperson; Heidi Brake-Smith; Rhonda Cohen; Paul Pugliese

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

I. Sign/Awning Reviews:

- 1. The Modern, 125 Field Point Road; Application PLPZ202100123** for Sign / Awning review for new site signage at a property located at 125 Field Point Road in the R-6 zone.

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

Motion: Hein *Second:* Cohen

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

The applicant shall submit updated plans to reflect the following:

1. On sign #4, move the “2” closer to the “1” in “125”;
2. Eliminate the visible mounting grommets;
3. Font and line weight must be uniform amongst all signage – applicant shall update the plans to show signs #6 and 7 matching the font and line weight of signs #1-5.

- 2. Central Middle School, 9 Indian Rock Lane; Application PLPZ202100129** for Sign / Awning review for a freestanding sign at Central Middle School located at 9 Indian Rock Lane in the R-12 zone.

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

Motion: Hein *Second:* Cohen

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

The applicant shall submit updated plans to reflect the following:

1. Freestanding signs should be simple and somewhat consistent among schools.
 2. Update the sign to a simpler rectangle to match modernity of building, eliminate the scroll element at the top of the sign.
 3. The blue color is quite industrial – try to find color that is more sophisticated and/or use the specific school color.
 4. Update typography to be more sophisticated: eliminate the capital letters, choose a more contemporary font, possibly use blue background with white lettering.
 5. Applicant can submit plans to staff and ARC will review and offer input via email.
3. **Elm Street Oyster House, 11 West Elm Street; Application PLPZ202100134** for Sign / Awning review for **a new awning with signage** at a property located at 11 West Elm Street in the CGBR zone.

Postponed - applicant did not attend meeting.

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

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

Motion: Hein *Second:* Cohen

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

The applicant shall submit updated plans to reflect the following:

1. **ARC appreciates the updates made to the signage, but finds that the yellow “CAR WASH” lettering overpowers the Splash logo and takes away from the overall branding. The applicant should review the design based on ARC recommendations: reduce the height of the CAR WASH lettering, and/or change to white (to compliment the logo) or stainless steel (to reflect the building materials).**
2. **Placement / Alignment on the marquee is important–signage placement should be intentional, not just floating, take its 3-dimensional properties into account.**

II. Committee Business:

1. Any Business. None.

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