

1. Meeting Materials

Documents:

APRIL 30, 2018 ARCHITECTURAL REVIEW COMMITTEE FINAL AGENDA SIGN
SUBCOMMITTEE MEETING.PDF

APRIL 30, 2018 ARCHITECTURAL REVIEW COMMITTEE SIGN MEETING
ACTION AGENDA.PDF

**ARCHITECTURAL REVIEW SIGN SUB-COMMITTEE
FINAL AGENDA**

Monday, April 30th, 2018

******* Cone Room *******

10:00 AM

Greenwich Town Hall

Second Floor

101 Field Point Road, Greenwich, CT

1. **Freshii Greenwich**, 375 Greenwich Avenue
Application: PLPZ201800147 for a Sign Awning review for three new signs on a property located at 375 GREENWICH AVENUE, GREENWICH in the CGBR zone.

2. **SLT**, 122 East Putnam Avenue
Application: PLPZ201800154 for a Sign Awning review for signs on a property located at 122 EAST PUTNAM AVENUE in the LBR-2 zone.

3. **The Tailored Home**, 2 and 10 Greenwich Avenue
Application: PLPZ201800157 and PLPZ201800158 for a Sign/Awning and Exterior Alteration review for signage, awnings, new windows, light fixture and painting on a property located at 2 GREENWICH AVENUE, GREENWICH in the CGBR zone.

4. **Peserico**, 279 Greenwich Avenue
Application: PLPZ201800143 and PLPZ 2018 00199 for a Sign Awning and Exterior Alteration review for a new façade sign, storefront painting and new doors located at 279 GREENWICH AVENUE, GREENWICH in the CGBR zone.

5. **Mercedes-Benz of Greenwich**, 252 West Putnam Avenue
Application: PLPZ201800150 for a Sign Awning review for a freestanding sign on a property located at 252 WEST PUTNAM AVENUE, GREENWICH in the GB zone. *Logo is greater than 18" in height.*

6. **Fifi & Bella**, 50 Greenwich Avenue

Application: PLPZ201800151 for a Sign Awning review for a façade sign on a property located at 50 GREENWICH AVENUE GREENWICH, CT 06830 in the CGBR zone.

7. **Paolo Lanfredi Salon**, 401 Greenwich Avenue

Application: PLPZ201800175 for a Sign Awning review for a facade sign on a property located at 401 GREENWICH AVENUE, GREENWICH in the CGBR zone.

The following applications are exterior alterations:

8. **Ettl Park Condominium Association**, 40 Ettl Lane, Unit 17

Application: PLPZ201800117 for an Exterior Alteration review for modifications to a condominium unit: remove greenhouse, door and balcony and install new windows on a property located at 40 Ettl LANE, Unit:17, GREENWICH.

9. **Mobil Station**, 621 West Putnam Avenue

Application PLPZ 201800141 for an Exterior Alteration review for remediation system installation on a property located at 621 WEST PUTNAM AVENUE, GREENWICH

10. **Adams Garden**, 9 Sound Beach Avenue extension

Application PLPZ 2018 00204 for an Exterior Alteration review for a proposed laundry room addition at Adams Garden on a property located at 9 SOUND BEACH AVE. EXT., OLD GREENWICH in the R-6 Zone.

NOTE:

AT THE MEETING:

Applicants or their representatives **must be present at the meeting** for which their item is scheduled. If unable to attend, the applicant must submit a written request for continuance prior to the meeting. If an applicant does not show for the sign meeting they will not be allowed to attend the regular ARC meeting as this meeting has already been fully scheduled. The applicant must then wait until the next sign subcommittee meeting that has availability to have their application heard.

For ALL Exterior Alteration applications, applicants are required to **bring eight (8) sets of all previously submitted plans to the meeting**. These should be brought as pre-assembled packets for the Committee members. Exterior Alteration plans must be full size and scalable; reductions will not be reviewed. **If these plans are not brought to the meeting, YOU WILL NOT BE HEARD**, and must wait until a subsequent ARC meeting. The applicant should also bring all color samples and materials to the meeting.

For ALL Sign applications, applicants are required to **bring all color samples and materials to the meeting**. Sign plans should be at least 11" x 17" and scalable. The applicant should have photographs of the entire building as well as the surrounding structures and streetscape.

**ARCHITECTURAL REVIEW SIGN SUB-COMMITTEE
ACTION AGENDA**

Monday, April 30th, 2018

******* Cone Room *******

10:00 AM

Greenwich Town Hall

Second Floor

101 Field Point Road, Greenwich, CT

ARC Members present: Richard Hein, Chairman, Mark Strazza, Vice-Chairman, Paul Pugliese, Rhonda Cohen, Heidi Brake-Smith

ARC Staff present: Marisa Anastasio, Senior Planner

1. **Freshii Greenwich**, 375 Greenwich Avenue

Application: PLPZ201800147 for a Sign Awning review for three new signs on a property located at 375 GREENWICH AVENUE, GREENWICH in the CGBR zone.

DECISION STATUS: **Return electronically** (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Brake-Smith)

Voting in favor: Hein, Strazza, Cohen, Pugliese, Brake-Smith

The following to be submitted for review:

- Applicant agreed to move "Eat. Energize." away from "freshii" (the alternative option was to reduce "Eat Energize" in font size)
- "freshii" to be aligned with the left side hinge of the door, "Eat. Energize." to be aligned with the left side of the left window panel
- "freshii" on door should be placed at about 5 feet high, and menu on adjacent window panel to be in line with top of writing on window panel.
- Menu cannot to be more than 15% of window and cannot be illuminated
- ARC expressed preference for existing blue color of building vs. green shown in plans
- Submit material of menu (vinyl)

2. **SLT**, 122 East Putnam Avenue

Application: PLPZ201800154 for a Sign Awning review for signs on a property located at 122 EAST PUTNAM AVENUE in the LBR-2 zone.

DECISION STATUS: **Return electronically** (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Brake-Smith)

Voting in favor: Hein, Strazza, Cohen, Pugliese, Brake-Smith

Notes:

- Submit mechanical drawings
- Submit color samples
- Submit spec sheets for any lighting fixtures
- Design of sign is acceptable

3. **The Tailored Home**, 2 and 10 Greenwich Avenue

Application: PLPZ201800157 and PLPZ201800158 for a Sign/Awning and Exterior Alteration review for signage, awnings, new windows, light fixture and painting on a property located at 2 GREENWICH AVENUE, GREENWICH in the CGBR zone.

DECISION STATUS: **Return to meeting**

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese, Brake-Smith

The following to be submitted for review:

- Plans need to be larger to be more legible
- Submit mechanical line drawing of awnings with valance and size of lettering
- Submit mechanical line drawing of sign
- Show signage on sign board to avoid pinning letters to brick, take out air between letters and show "The Tailored Home" on two lines
- Submit materials and color swatches for awnings and signage
- Submit lamping on light fixture (spec sheet and photometrics)
- Awnings should be solid in color, not brown and white striped (can be solid brown with white letters)
- The proposed change from double hung to picture windows is referred to Historic District Committee

4. **Peserico, 279 Greenwich Avenue**

Application: PLPZ201800143 and PLPZ 2018 00199 for a Sign Awning and Exterior Alteration review for a new façade sign, storefront painting and new doors located at 279 GREENWICH AVENUE, GREENWICH in the CGBR zone.

DECISION STATUS: **Return to meeting, Need more information prior to review.**

Submit the following:

- Mechanical drawings and color samples
- Larger plans to be legible
- Lighting specifications and photometrics
- Submit color photos of adjacent buildings / streetscape
- Consistency between renderings and plans
- Submit paint color sample for building
- ZEO compliance review

5. **Mercedes-Benz of Greenwich, 252 West Putnam Avenue**

Application: PLPZ201800150 for a Sign Awning review for a freestanding sign on a property located at 252 WEST PUTNAM AVENUE, GREENWICH in the GB zone. *Logo is greater than 18" in height.*

DECISION STATUS: **Return to meeting, Need more information prior to review.**

Submit the following:

- ZEO compliance review
- Submit color photos of the streetscape and building
- Show the existing signage with dimensions
- Site Plan to show location of freestanding sign
- Show proposed colors of signage

6. **Fifi & Bella**, 50 Greenwich Avenue

Application: PLPZ201800151 for a Sign Awning review for a façade sign on a property located at 50 GREENWICH AVENUE GREENWICH, CT 06830 in the CGBR zone.

DECISION STATUS: **Return electronically** (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Pugliese)

Voting in favor: Hein, Strazza, Cohen, Pugliese, Brake-Smith

Recommendation:

- Sign panel should match pale grey of building
- Door color should be changed (looks like its painted yellow) -- submit exterior alteration application with proposed door color (suggestion to match letters)
- Create air around letters
- LED lighting to be limited to between 3500 – 4000 Kelvin

7. **Paolo Lanfredi Salon**, 401 Greenwich Avenue

Application: PLPZ201800175 for a Sign Awning review for a facade sign on a property located at 401 GREENWICH AVENUE, GREENWICH in the CGBR zone.

DECISION STATUS: **Return to meeting**

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese, Brake-Smith

The following to be submitted for review:

- Submit exterior alteration application for the proposed painting and consider using material instead of paint to achieve desired effect.
- ZEO compliance review required – is the use considered to be on the 2nd floor?
- Submit color samples
- Consider aligning signage with Sundown and St. Moritz – and consider where other tenants' signage can go once storefronts are occupied

8. **Ettl Park Condominium Association**, 40 Ettl Lane, Unit 17

Application: PLPZ201800117 for an Exterior Alteration review for modifications to a condominium unit: remove greenhouse, door and balcony and install new windows on a property located at 40 Ettl LANE, Unit:17, GREENWICH.

ARC recommends approval as submitted — P+Z may require site plan review

DECISION STATUS: **Does not return to ARC, plans acceptable to ARC as shown**

(Motion: Pugliese Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese, Brake-Smith

9. **Mobil Station**, 621 West Putnam Avenue

Application PLPZ 201800141 for an Exterior Alteration review for remediation system installation on a property located at 621 WEST PUTNAM AVENUE, GREENWICH

DECISION STATUS: **Does not need to return to ARC**

(Motion: Pugliese Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese, Brake-Smith

ARC has no comments on the proposed remediation plans and temporary structures, however, ARC expresses the need to resolve the use of plastic cones to block off the unapproved entrance / exit. ARC previously reviewed a landscaping plan that was to be implemented to resolve the use of plastic cones on site.

10. **Adams Garden**, 9 Sound Beach Avenue extension

Application PLPZ 2018 00204 for an Exterior Alteration review for a proposed laundry room addition at Adams Garden on a property located at 9 SOUND BEACH AVE. EXT., OLD GREENWICH in the R-6 Zone.

DECISION STATUS: **Return electronically** (email : manastasio@greenwichct.org)

(Motion: Strazza Second: Brake-Smith)

Voting in favor: Hein, Strazza, Cohen, Pugliese, Brake-Smith

Recommendations:

- Add windows to the structure for air, light and security
- Add two trees to screen the structure
- Use brick façade instead of siding

NOTE:

AT THE MEETING:

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