

1. ARC_Agenda_2023_05_15

Documents:

[5-15-23 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2023_05_15

Documents:

[5-15-23 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, May 15, 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. Rock Pile Golf Club 600 West Putnam Ave Application PLPZ 2023 00171**
for Sign/Awning review for **new façade side and update to existing freestanding sign** on a property located at 600 West Putnam Ave. [owner: Putnam 600 Acquisition, LLC] in the GBO zone.
View application [here](#).
- 2. Siren Restaurant, 220 Sound Beach Avenue, Application 202300177** for
Sign/Awning review for **new awnings and plaque sign** on a property located at
600 West Putnam Ave. [owner: OG Retail Partners 220 SBA, LLC] in the LBR-2
zone.
View application [here](#).
- 3. Lashes & Brows (Belen's Beauty Boutique), 469-475 West Putnam Avenue,
PLPZ202300178** for Sign/Awning review for **new illuminated façade sign** on a
property located at [owner: Cortese Real Estate] in the LB zone.
View application [here](#).
- 4. 7-19 East Putnam Avenue, Application PLPZ 2023 00185, Sign/Awning and
Exterior review for awnings and new sign boards** at a property located at 7-19
East Putnam Avenue [owner: Fareri Associates] in the CGB zone.

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.

View application [here](#).

5. **Freebird, 116 East Putnam Ave. Application 202300xxx** for Sign/Awning review for **new front and rear façade signs** on a property located at 600 West Putnam Ave. [owner: Mill Post Realty] in the LBR-2 zone.

View application [here](#).

II. Committee Business:

1. Any business.

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ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, May 15, 2023 10:38am – 11:48am

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. Rock Pile Golf Club 600 West Putnam Ave Application PLPZ 2023 00171
for Sign/Awning review for new façade side and update to existing freestanding sign on a property located at 600 West Putnam Ave. [owner: Putnam 600 Acquisition, LLC] in the GBO zone.
View application [here](#).

Decision Status: Electronic Return (submit pdf plans to
Marisa.Anastasio@greenwichct.org for review)

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

Applicant to update plans to reflect the following:

- a. Resize the lettering on the freestanding sign so there is more breathing-room between Rock Pile and the other businesses. The applicant agreed more “air” was needed and agreed to update the proposal.
- b. Note the lighting temperature for both the illuminated circles and the freestanding signage panel. The Kelvin value shall be limited to between 3000 – 3500 K.
- c. Indicate on plans the specific gray color proposed for the letters in the white circles on the facade.

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2. Siren Restaurant, 220 Sound Beach Avenue, Application 202300177 for Sign/Awning review for new awnings and plaque sign on a property located at 600 West Putnam Ave. [owner: OG Retail Partners 220 SBA, LLC] in the LBR-2 zone. View application [here](#).

Decision Status: Electronic Return (submit pdf plans to Marisa.Anastasio@greenwichct.org for review)

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

Applicant to update plans to reflect the following:

- a. ARC accepts the updated awning plan which shows consistent striping and mounting heights among the three awnings. (Stripe colors are warm sand and dove white).
 - b. Exterior wall sconces need to be reviewed for compliance with the Building Zone Regulations – is shielding needed? Are mounting heights acceptable?
 - c. Lighting information – (temperature, specs sheets) need to be added to the drawings.
 - d. Plaque sign - ARC accepts 4000 Kelvin for the plaque sign. The Regulations limit illumination to letters. *(Staff to talk to the ZEO and confirm next steps for illumination of the mermaids)*
 - a. ARC supports the illumination of the mermaid graphics should the applicant need a variance from the Town’s Zoning Board of Appeals.
3. Lashes & Brows (Belen’s Beauty Boutique), 469-475 West Putnam Avenue, PLPZ202300178 for Sign/Awning review for new illuminated façade sign on a property located at [owner: Cortese Real Estate] in the LB zone. View application [here](#).

Decision Status: Applicant missed the meeting, but ARC still discussed to help the applicant progress their application.

Applicant to update plans to reflect the following:

- a. Sign raceway color looks too red in the submitted rendering. ARC suggests the applicant update before they return to a meeting.
- b. The “&” should be reduced in size and studied for how it fits into the overall sign graphic.
- c. ARC requests the applicant submit more context photos so they can better understand the current conditions of the area.

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- d. ARC has concerns of the number of decals on the windows. Applicant is encouraged to submit a complete signage package with all proposed signs and window/door decals.
4. 7-19 East Putnam Avenue, Application PLPZ 2023 00185, Sign/Awning and Exterior review for awnings and new sign boards at a property located at 7-19 East Putnam Avenue [owner: Fareri Associates] in the CGB zone.
View application [here](#).

Decision Status: Electronic Return (submit pdf plans to Marisa.Anastasio@greenwichct.org for review)

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

Applicant to update plans to reflect the following:

- a. Applicant agreed to update the awning to eliminate the valance per ARC's recommendation. The slope will be steeper, but the overall dimensions will remain the same.
 - b. ARC accepts replacement of the sign boards to create a more uniform look (the signage / lettering remains generally the same). ARC accepts that the awnings will be updated/installed together, and the actual sign changes will happen over time starting with these three (3) specific business: Leicht Kitchens, The UPS Store and Threads & Treads.
5. Freebird, 116 East Putnam Ave. Application 202300xxx for Sign/Awning review for new front and rear façade signs on a property located at 600 West Putnam Ave. [owner: Mill Post Realty] in the LBR-2 zone.
View application [here](#).

Decision Status: Approve as Submitted

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

II. Committee Business:

1. Any business.

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