

1. ARC_Agenda_2021_06_01

Documents:

[6-1-21 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2021_06_01

Documents:

[6-1-21 ARC SIGN MEETING ACTION AGENDA FINAL.PDF](#)

ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Tuesday, June 1st, 2021 10:30am

Zoom Virtual Meeting
Webinar ID: 871 5596 2339
Password: 0989978

Please click the link below to join the webinar:

<https://greenwichct.zoom.us/j/87155962339?pwd=VjFSaDZXOVhEbTBqbHVydDNCWmpmUT09>

Or iPhone one-tap : US: +16465189805,,87155962339#,,1#,0989978# or
8335480282,,87155962339#,,1#,0989978# (Toll Free)

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

I. Sign/Awning Reviews:

- 1. Aerie, 195 Greenwich Ave., Application 202100208** for Sign/Awning review for **a new façade sign** on a property located at 195 Greenwich Ave. in the CGBR zone.

View plans [here](#).

- 2. Rebag, 107 Greenwich Ave., Application PLPZ202100216** for Sign/Awning review for **a façade sign** on a property located at 89 River Road in the CGBR zone.

View Plans [here](#).

- 3. Lucenti, 124 East Putnam Ave., Application PLPZ202100199** for Sign/Awning review for **a façade sign** on a property located at 124 East Putnam Ave. in the LBR-2 zone. *Last reviewed at 5-17 meeting.*

View Plans [here](#) and supplemental info [here](#).

- 4. Gym Tech, 79 East Putnam Ave., Application PLPZ202100178** for Sign/Awning review for **a freestanding sign and façade signage** on a property

located at 79 East Putnam Ave. in the CGBR zone. *Last reviewed at the 5-3 meeting.*

View original plans [here](#) and updated plans [here](#).

5. **Greenwich Rowing Club, 89 River Road, Application PLPZ202100217** for Sign/Awning review for **a freestanding sign and façade signs** on a property located at 89 River Road in the WB zone.

View plans [here](#).

6. **Cold Pressed Juices, 12 Riversville Road, Application PLPZ202100223** for Sign/Awning review for **façade signs** on a property located at 12 Riversville Road in the LBR-2 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
Tuesday, June 1, 2021 10:30am – 11:55 am

Zoom Virtual Meeting

Members Present: Heidi Brake-Smith; Rhonda Cohen; Paul Pugliese

Staff Present: Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II

I. Sign/Awning Reviews:

1. **Aerie, 195 Greenwich Ave., Application 202100208** for Sign/Awning review for **a new façade sign** on a property located at 195 Greenwich Ave. in the CGBR zone.

View plans [here](#).

Decision Status: **Approved as submitted**

Motion: Pugliese *Second:* Brake-Smith

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

The applicant shall submit updated plans to reflect the following:

1. Kelvin rating of lighting to be 3500 K or less.

2. **Rebag, 107 Greenwich Ave., Application PLPZ202100216** for Sign/Awning review for **a façade sign** on a property located at 89 River Road in the CGBR zone.

View Plans [here](#).

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

Motion: Brake-Smith *Second:* Cohen

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

The applicant shall submit updated plans to reflect the following:

1. Kelvin rating of lighting to be 3500 K or less.
2. The applicant notes the storefront has an existing black window frame.
3. Paint the sign board to match the white color of the building that is currently there / existing.

4. Provide plans/ details of any window/door decal signage.
 5. The existing lights that are not being used by this tenant because the sign is halo lit, shall be removed and “capped” so that the lights can be used in the future if so desired.
3. **Lucenti, 124 East Putnam Ave., Application PLPZ202100199** for Sign/Awning review for **a façade sign** on a property located at 124 East Putnam Ave. in the LBR-2 zone. *Last reviewed at 5-17 meeting.*

View Plans [here](#) and supplemental info [here](#).

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

Motion: Pugliese Second: Cohen

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

The applicant shall submit updated plans to reflect the following:

1. The ARC accepted the applicant’s request not to create a custom curved sign board based on cost estimates provided.
 2. The new sign board shall be horizontally extended to match storefront opening, but the text / lettering shall not shift or move from what the applicant currently shows.
 3. The sign board shall match the color and finish of the existing black background.
4. **Gym Tech, 79 East Putnam Ave., Application PLPZ202100178** for Sign/Awning review for **a freestanding sign and façade signage** on a property located at 79 East Putnam Ave. in the CGBR zone. *Last reviewed at the 5-3 meeting.*

View original plans [here](#) and updated plans [here](#).

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

Motion: Pugliese Second: Cohen

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

The applicant shall submit updated plans to reflect the following:

1. Facade Sign accepted with the following addressed by the applicant:
 - o Slightly tighten the space between the two words “Gym Tech”

2. Freestanding sign accepted with the following addressed by the applicant:
 - o Show the open area beneath sign to be between 24 and 30”.
 - o Review the dots in the logo and eliminate if possible. Or increase the thickness of the lines around the logo if possible.
 3. The existing American Made Barber freestanding sign on the east side of the property must be removed prior to the ARC’s endorsement of this new sign.
 4. All window decals shall be submitted for review to ARC.
5. **Greenwich Rowing Club, 89 River Road, Application PLPZ202100217** for Sign/Awning review for a freestanding sign and façade signs on a property located at 89 River Road in the WB zone.

View plans [here](#).

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

Motion: Cohen *Second:* Pugliese

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

The applicant shall submit updated plans to reflect the following:

1. **Plaque signs on the façade of the building:**
 - o color and font are accepted as shown;
 - o enlarge “89 River Road” lettering slightly by tightening the letter spacing and tweaking the kerning to increase size of text a point or 2, so as to not give greater importance to the “RowAmerica” text.
 2. **On the free-standing sign,**
 - o As per the Regulations, the clear space beneath sign must be at least 7’ 4”;
 - o Revise the “89 River Road” lettering to have a little more breathing room and space around it;
 - o LED lights to be limited to the top and bottom of the sign instead of all around as proposed;
 - o Kelvin rating of lighting to be 3500 or less.
6. **Cold Pressed Juices, 12 Riversville Road, Application PLPZ202100223** for Sign/Awning review for façade signs on a property located at 12 Riversville

Road in the LBR-2 zone.

View plans [here](#).

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

Motion: Cohen Second: Brake-Smith

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

The applicant shall submit updated plans to reflect the following:

1. Remove any hyphens from the sign text.
2. Keep the letter height the same as the other signs in the shopping plaza. (Applicant confirmed 9" in height for all in that plaza.) The type face shall match the other storefronts, same height, color, and font. And lettering shall be aligned and straight. Applicant confirmed that the proposed signage is intended to be the same font, size, and color of other signs in plaza and that the same sign company would be used to ensure this.
3. Any window and/or door decals shall be submitted to ARC for their review. Perhaps the logo would look nice on the window – applicant to submit the plans to ARC for review.

II. Committee Business:

1. Any Business. None.

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