

1. ARC_Agenda_2021_07_19

Documents:

[7-19-21 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2020_07_19

Documents:

[7-19-21 ARC SIGN ACTION AGENDA.PDF](#)

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

**Zoom.us
Webinar ID: 884 1235 7958
Password: 5805687**

Please click the link below to join the webinar:

<https://greenwichct.zoom.us/j/88412357958?pwd=eXQ5bHlkSk5JbVdSSnlKZ2lsVWlFZz09>

Or iPhone one-tap : US: +16465189805,,88412357958#,,1#,5805687# or
8778535257,,88412357958#,,1#,5805687# (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. **Christ Episcopal Church, 254 East Putnam Avenue, Application PLPZ202100309** for Sign/Awning review **for new freestanding signage program** at a property located at 254 East Putnam Avenue in the R-20 zone.
View application [here](#).
2. **Smoothia (at Riverside Commons), 1263 East Putnam Avenue, Application PLPZ202100313** for Sign/Awning review **for new facade sign** at a property located at 1233 – 1285 East Putnam Avenue (Thru-Way Shopping Center, LLC) in the LB zone.
View application [here](#).
3. **The Mill at Glenville Street, Application PLPZ202100323** for Sign/Awning review **for new signage program** at a property located at 254 East Putnam Avenue in the LB zone.
View application [here](#).

4. **La Suite, 270 Mason St., Application PLPZ202100324** for Sign/Awning review **for new facade signage and awning** at a property located at 270 Mason Street in the CGBR zone.

View application [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 demetria.nelson@greenwichct.org as soon as possible in advance of the event.

ARCHITECTURAL REVIEW COMMITTEE
ACTION AGENDA Sign Subcommittee Meeting
Monday, July 19, 2021 10:30am – 12:41pm

Zoom Virtual Meeting

Members Present: Heidi Brake-Smith; Rhonda Cohen

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

I. Sign/Awning Reviews:

1. **Christ Episcopal Church, 254 East Putnam Avenue, Application PLPZ202100309** for Sign/Awning review **for new freestanding signage program** at a property located at 254 East Putnam Avenue in the R-20 zone. **View application [here](#).**

Decision Status: To Return to an ARC meeting

The applicant shall submit updated plans to reflect the following:

- A. Sign posts are all existing.
- B. Paint colors are specified, and ARC is okay with the selected colors.
- C. Signs are attached by 1” steel straps.
- D. Street Numbers should be situated horizontally not vertically.
Applicant agreed to study and present other options.
- E. “Christ Church Greenwich” sign:
 1. Christ Church Greenwich lettering is too small – this sign is the primary / main sign and lettering size should reflect as much.
 2. ARC recommended limiting the verbiage – i.e. remove text “Church and Chapel”, then “Parish Hall and Offices” on the same line, with “Main Parking” below.
 3. Applicant agreed to review and present updates.
- F. “Dogwood” sign – no comments.
- G. “Neighbor to Neighbor” sign – the light green “to” is hard to read. Can it be updated to darker green, or is there a black and white logo option? Applicant agreed to review and provide more information.
- H. “Christ Church Preschool” should drop lower to give more breathing room to the top green graphic.
- I. Landscaping around the pre-school sign is strongly recommended.
- J. Tomes Logo to be increased about 5% bigger.

2. **Smoothia (at Riverside Commons), 1263 East Putnam Avenue, Application PLPZ202100313** for Sign/Awning review **for new façade sign** at a property located at 1233 – 1285 East Putnam Avenue (Thru-Way Shopping Center, LLC) in the LB zone.
View application [here](#).

Decision Status: To Return to an ARC meeting

The applicant shall submit updated plans to reflect the following:

1. Presentation materials are lacking to get a sense how a logo/sign fits into the surrounding businesses. The Committee needs more context images.
2. Mechanical drawing needs to be done in black and white.
3. Sign is not illuminated.
4. Context is needed, height of letters for Coco Nail Spa need to be called-out and overall spacing of the sign in the context of the signboard
5. Applicant will rework their drawing and resubmit.

3. **The Mill at Glenville Street, Application PLPZ202100323** for Sign/Awning review **for new signage program** at a property located at 254 East Putnam Avenue in the LB zone.
View application [here](#).

Decision Status: To Return to an ARC meeting

The applicant shall submit updated plans to reflect the following:

1. Need to label actual Pantone or paint color. “20% black” is not acceptable.
2. There are many spacing issues with the topography throughout the signage package.
3. Does “Greenwich” always go with “The Mill”? When it is very small, the readability is hard.
4. Avoid 3 lines of text when 2 lines is enough. Reduce clutter and streamline the text whenever possible for signs.
5. Sometimes “Rd.” and other times “Road” – suggest consistency
6. Residences vs. Residential language.
7. Parking garage signs are a struggle – many different colors used, looks very busy.
8. How permanent are the signs that call out specific business names?
9. Remove “340 Pemberwick Rd.” when it is repetitive to other signs in that view.
10. Detailed notes for each sign are available if applicant or committee would like to review.

4. **La Suite, 270 Mason St., Application PLPZ202100324** for Sign/Awning review **for new facade signage and awning** at a property located at 270 Mason Street in the CGBR zone.
View application [here](#).

Decision Status: **Electronic Return is recommended. To be ratified at a future meeting.**

The applicant shall submit updated plans via email (manastasio@greenwichct.org) to reflect the following:

1. Façade sign illumination - lighting temperature shall not be more than 3,000 Kelvin.
2. Existing lights will remain in place.
3. Any outdated decals on windows/transom/door should be removed. Any other window / door decals shall be reviewed by ARC prior to installation.
4. When previous mounted signs are removed, brick façade shall be repaired/patched.
5. Applicant to submit an updated mechanical plan / rendering of the sign on the side of the building to show accurate placement / size of lettering and sign board. There should be some space/air around the sign. (Vinyl pin mounted letters).
6. Proposed awnings are accepted by ARC.
7. If bldg. is to be repainted – new paint color must be submitted.

II. Committee Business:

1. Any Business.

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