

1. ARC_Agenda_2022_09_06

Documents:

[9-6-22 ARC SIGN MEETING, FINAL.PDF](#)

2. ARC_Agenda_2022_09_06

Documents:

[9-6-22 ARC SIGN MEETING ACTION AGENDA.PDF](#)

ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Tuesday, Sept. 6, 2022 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. Poke Boba, 360 Greenwich Ave., Application PLPZ 202200410** or Sign/Awning review for **new facade signage and painting of facade** on a property located at 360 Greenwich Ave. in the CGBR zone.
View application [here](#).
- 2. Peserico, 279 Greenwich Ave. Application PLPZ 2022 00413** for Sign/Awning review for **new awning with signage** on a property located at 279 Greenwich Ave. in the CGBR zone.
View application [here](#).
- 3. De Beers, 243 Greenwich Ave. Application PLPZ 202200423**, for Sign/Awning review for **new signage for pop up store** on a property located at 239-243 Greenwich Ave. in the CGBR zone.
View application [here](#).
- 4. McArdle's, 48 Arch St. Application PLPZ 202200434** for Sign/Awning review for **replacement of freestanding sign** on a property located at 48 Arch St. in the CGB zone.
View application [here](#).

5. **Van Leeuwen, 375 Greenwich Ave. Application PLPZ 2022 00328** for Sign/Awning review for **new facade signage** on a property located at 375 Greenwich Ave. in the CGBR zone. *Last reviewed at the 7-18-22 meeting, applicant wants to discuss taglines.*
View application [here](#).
6. **George’s Restaurant, 2 South Water St. Application PLPZ 2022 00375** for a Sign/Awning review for **façade signs**, on a property located at 2 South Water Street in the WB zone. *Last reviewed at the 8-1-22 meeting, applicant wants to discuss logo and “EST 2022”.*
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
Tuesday, Sept. 6, 2022 10:39am-12:33pm**

Zoom Virtual Meeting

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: Richard Hein, Chairperson; Heidi Brake-Smith; Rhonda Cohen
Staff: Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II

I. Sign/Awning Reviews:

- 1. Poke Boba, 360 Greenwich Ave., Application PLPZ 202200410** or Sign/Awning review for **new facade signage and painting of facade** on a property located at 360 Greenwich Ave. in the CGBR zone.
View application [here](#).

***Decision Status:* Accepted, with the following comments**

Motion: Cohen *Second:* Brake-Smith *Vote:* 3-0 (unanimous)

Notes:

- Signboard length to be increased to line up with windows, without changing the font placement or size;**
 - Letters to remain in the color shown on plans;**
 - Signboard to be painted white to match building/façade color (ARC does not accept the proposed black sign board as presented);**
 - Any other proposed signs, including door/window decals, must be shown on mechanical drawings and submitted for digital review.**
 - 3 sets of hard copy plans to be submitted for endorsement – mailed or dropped off to P+Z office, or in person during Marisa’s counter hours Tuesdays 9 am – 12 pm.**
- 2. Peserico, 279 Greenwich Ave. Application PLPZ 2022 00413** for Sign/Awning review for **new awning with signage** on a property located at 279 Greenwich Ave. in the CGBR zone.
View application [here](#).

***Decision Status:* Return to a meeting (email updated plans to Marisa.Anastasio@greenwichct.org to be scheduled for a meeting)**

Motion: Cohen *Second:* Brake-Smith *Vote:* 3-0 (unanimous)

Applicant to submit the following to complete the application:

- a. **Submit scaled plan showing the dimensioned awning rendered on the building façade. Include dimension from bottom of awning to sidewalk.**
- b. **Submit a more detailed photomontage of the subject store and adjacent stores to determine where awning must be placed to achieve uniformity / consistency with other storefronts.**
- c. **Submit a mechanical drawing showing all proposed text / letters and their dimensions;**
- d. **Show Oyster color and building color and provide Pantone numbers.**

3. **De Beers, 243 Greenwich Ave. Application PLPZ 202200423**, for Sign/Awning review for **new signage for pop up store** on a property located at 239-243 Greenwich Ave. in the CGBR zone.
View application [here](#).

***Decision Status:* Accepted as submitted, noting the following**

Motion: Cohen *Second:* Brake-Smith *Vote:* 3-0 (unanimous)

Notes:

- a. **Applicant to confirm the proposed shade of blue matches the neighboring storefront of “Betteridge” blue;**
 - b. **Any other proposed signs, including door/window decals, must be shown on mechanical drawings and submitted for digital review now, so all signage can be holistically reviewed.**
 - c. **3 sets of hard copy plans to be submitted for endorsement – mailed or dropped off to P+Z office, or in person during Marisa’s counter hours Tuesdays, 9 am – 12 pm.**
4. **McArdle’s, 48 Arch St. Application PLPZ 202200434** for Sign/Awning review for **replacement of freestanding sign** on a property located at 48 Arch St. in the CGB zone.
View application [here](#).

***Decision Status:* Return to a meeting (email updated plans to**

Marisa.Anastasio@greenwichct.org to be scheduled for a meeting)

Motion: Cohen *Second:* Brake-Smith *Vote:* 3-0 (unanimous)

Notes:

- a. **Submit a mechanical side view of the sign to demonstrate how it will be constructed and illuminated ;**
- b. **The 7” surface may be adjusted to better accommodate a textured element around the edge;**

- c. The proposed gray and white colors are appropriate and approved;
 - d. “McArdle’s” should be the dominate text / graphic element of the sign;
 - e. The smaller text needs more air, which *may* slightly increase the signboard’s size to accommodate this recommendation;
 - f. The temperature of the illumination must be limited to the 2700 – 3000 Kelvin range. ARC suggests the applicant do a mockup on the site with the owner to study the proposed illumination of the sign;
 - g. Applicant confirmed the existing exterior sign light is to be removed.
5. **Van Leeuwen, 375 Greenwich Ave. Application PLPZ 2022 00328** for Sign/Awning review for **new facade signage** on a property located at 375 Greenwich Ave. in the CGBR zone. *Last reviewed at the 7-18-22 meeting, applicant wants to discuss taglines.*
View application [here](#).

Decision Status: Return to a meeting (email updated plans to Marisa.Anastasio@greenwichct.org to be scheduled for a meeting)

Motion: Cohen *Second:* Hein *Vote:* 3-0 (unanimous)

Notes:

- a. Provide a mechanical drawing that shows consistent font type and size for “Milkshake” and “Ice Cream”. The proportion of the taglines to Van Leeuwen must reflect those shown in the black and white rendering on plan 220118-05.
 - b. Only “Van Leeuwen” – the business’ name, may be illuminated. NOT “ice cream” nor “milkshakes.”
6. **George’s Restaurant, 2 South Water St. Application PLPZ 2022 00375** for a Sign/Awning review for **facade signs**, on a property located at 2 South Water Street in the WB zone. *Last reviewed at the 8-1-22 meeting, applicant wants to discuss logo and “EST 2022”.*
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Motion: Cohen *Second:* Hein *Vote:* 3-0 (unanimous)

Provide updated plans to reflect the following:

- a. Burgundy signboards to be Pantone 188 or darker;
- b. For all signs, ARC strongly recommends eliminating the word “Italian” and eliminating the star graphics to reduce visual clutter.
- c. For side and rear signs, ARC strongly recommends to also

- eliminate “EST 2022” along with the stars, to reduce visual clutter, and to reduce the size of the bull logo and add a hairline rule to visually anchor the sign.**
- d. The side sign may be increased in size to better fit the proportions of the building elevation**
 - i. Taglines might be appropriate on a larger side sign, but the arrangement and sizing of these elements need to be studied, not simply enlarged;**
 - e. Rear sign needs to show context to the proposed deck that was recently approved. Can the rear sign be moved over to the right side of façade?**
 - f. Lighting:**
 - i. ARC strongly recommends exterior gooseneck lighting vs internal illumination for the signs, to reflect the historic nature / Tavern like appearance of the restaurant.**
 - ii. If internally illuminated, bull cannot light as logos are not permitted to be internally lit.**

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