

1. 10:00 A.M. 9-10-18 ARC Sign Meeting

Documents:

[09-10-18 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. Architectural Review Subcommittee Action Agenda

Documents:

[09-10-18 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

## **ARCHITECTURAL REVIEW COMMITTEE**

Sign Sub-committee  
**Monday, September 10, 2018**

### **FINAL AGENDA**

**Cone Room**

**Town Hall, 2<sup>nd</sup> Floor**

**101 Field Point Road**

**10:00 AM**

1. **7 Lincoln Avenue Fire Code Compliance**; Application: PLPZ201800336 for an Exterior Alteration review for window replacement, fire escape, and new emergency signs on a property located at 7 LINCOLN AVENUE in the CGB Zone.
2. **Yale New Haven Health, 55 Holly Hill Lane**; Application: PLPZ 201800188 for a Sign /Awning review for replacing five signs on a property located at 55 Holly Hill Lane in the GBO Zone.
3. **Yale New Haven Health, 77 Lafayette Place**; Application: PLPZ 201800187 for a Sign /Awning review for replacing one freestanding sign on a property located at 77 Lafayette Place in the H-2 Zone.
4. **Asiana, 68 East Putnam Avenue**; Application: PLPZ 201800312 for a Sign/Awning review for new signage on façade and existing freestanding sign on a property located at 68 East Putnam Avenue in the CGBR zone.
5. **Orvis, 107 Greenwich Avenue**; Application: PLPZ201800341 for a Sign/ Awning review for one new sign on a property located at 107 GREENWICH AVENUE in the CGBR Zone.
6. **Bulthaup Greenwich, 95 East Putnam Avenue**; Application: PLPZ201800379 for a Sign/ Awning review for one new sign on a property located at 95 EAST PUTNAM AVENUE in the CGBR Zone.
7. **United Bank, 415 Greenwich Avenue**; Application: PLPZ201800381 for a Sign Awning review for two new signs on a property located at 415 GREENWICH AVENUE in the CGBR Zone.
8. **Gelato & Cioccolato, 232 East Putnam Avenue**; Application: PLPZ201800383 for a Sign/ Awning review for one new sign on a property located at 232 EAST PUTNAM AVENUE, COS COB in the LBR-2 Zone.

9. **American Fertility Services**, Western Junior Highway; Application: PLPZ201800386 for a Sign /Awning review for six new signs on a property located at 0 WESTERN JUNIOR HIGHWAY in the R-6 Zone.
10. **Myx Fitness**, 19 West Elm Street; Application: PLPZ201800387 for a Sign /Awning review for two new signs on a property located at 19 WEST ELM STREET in the CGB Zone.
11. **Cap, Cork & Cellar**, 100 Bruce Park Avenue; Application: PLPZ201800389 for a Sign/Awning review for one new sign on a property located at 100 BRUCE PARK AVENUE in the LBR-2 Zone.
12. **Lord of the Pies, 1 Grigg Street**; Application: PLPZ 201800396 for a Sign/Awning review for new signage on a property located at 1 Grigg Street in the CGBR 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.

## **ARCHITECTURAL REVIEW COMMITTEE**

Sign Sub-committee  
**Monday, September 10, 2018**

### **ACTION AGENDA**

**Cone Room**

**Town Hall, 2<sup>nd</sup> Floor**

**101 Field Point Road**

**10:00 AM**

ARC Members present: Mark Strazza, Vice-Chairman; Paul Pugliese;  
Heidi Brake-Smith

ARC Staff present: Marisa Anastasio, Senior Planner

1. **7 Lincoln Avenue Fire Code Compliance**; Application: PLPZ201800336 for an Exterior Alteration review for window replacement, fire escape, and new emergency signs on a property located at 7 LINCOLN AVENUE in the CGB Zone.  
**DECISION STATUS: Approved as shown**

(Motion: Pugliese Second: Brake-Smith)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes:

- There will be no change to landscaping nor exterior signage. The applicant indicated that emergency signage is proposed only for the interior.

2. **Yale New Haven Health, 55 Holly Hill Lane**; Application: PLPZ 201800188 for a Sign /Awning review for replacing five signs on a property located at 55 Holly Hill Lane in the GBO Zone.

**DECISION STATUS: Submit revisions electronically**

(email:manastasio@greenwichct.org)

(Motion: Brake-Smith Second: Pugliese)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes/recommendations/additional information to be submitted:

- Reduce height of “55” on façade to 18 inches to comply with Regulations.
- Move “Greenwich Hospital” and “Holly Hill Campus” closer together on the façade / and use the same point size for both phrases (can be 11-3/8”).
- Reduce line spacing (currently 12-3/8”) between “Yale New Haven Health” and “Greenwich Hospital” on façade.
- Submit mechanical drawings for the proposed new signage.
- Installation of signage should limit any damage to the brick –letters shall be affixed to mortar joints instead of brick.
- That ARC noted that the depth of letters is 2.5 inches.

3. **Yale New Haven Health, 77 Lafayette Place**; Application: PLPZ 201800187 for a Sign /Awning review for replacing one freestanding sign on a property located at 77 Lafayette Place in the H-2 Zone.

**DECISION STATUS: Approved as shown**

(Motion: Pugliese Second: Brake-Smith)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes:

- Freestanding sign to be updated using the blue colors which are consistent with Greenwich Hospital signs.

4. **Asiana, 68 East Putnam Avenue**; Application: PLPZ 201800312 for a Sign/Awning review for new signage on façade and existing freestanding sign on a property located at 68 East Putnam Avenue in the CGBR zone.

**Postponed – representatives for the business did not attend meeting and therefore no review was conducted.**

5. **Orvis**, 107 Greenwich Avenue; Application: PLPZ201800341 for a Sign/ Awning review for one new sign on a property located at 107 GREENWICH AVENUE in the CGBR Zone.

**DECISION STATUS: Submit revisions electronically, may require return to meeting**

(email: manastasio@greenwichct.org)

(Motion: Strazza Second: Pugliese)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes/recommendations/additional information to be submitted:

- Applicant proposing to paint sign board green and install white letters – ARC noted that the entire square footage of the green will be counted toward sign area and may result in non-compliance with the Regulations.
- The applicant should redesign to meet the Regulations using one of the following options:
  - Switch to green letters on white sign board.
  - Paint entire façade green.
  - Make white border larger around green area.
  - Keep the green strictly between the pilasters.
- Submit mechanical drawings of exact dimension of sign board, include the dimension between pilasters.
- Submit color chips – green /cream background /white border and letters.
- Remove tagline from façade, may place on window. Note that window signage is limited to 9” letters and 15% coverage.

6. **Bulthaup Greenwich**, 95 East Putnam Avenue; Application: PLPZ201800379 for a Sign/ Awning review for one new sign on a property located at 95 EAST PUTNAM AVENUE in the CGBR Zone.

DECISION STATUS: **Submit revisions electronically**

(email: manastasio@greenwichct.org)

(Motion: Strazza Second: Pugliese)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes/recommendations/additional information to be submitted:

- Submit mechanical drawing with more details of the letter dimensions.
- Note that window signage is limited to 9” letters and 15% coverage.
- The ARC notes that the letters will be illuminated with small LED fed through the glass and that the lightbox is 3” deep.
- The “Light box signage” is approved (with submittal of requested information) and therefore no signage will be placed on the black awnings as indicated by the applicant.

7. **United Bank**, 415 Greenwich Avenue; Application: PLPZ201800381 for a Sign Awning review for two new signs on a property located at 415 GREENWICH AVENUE in the CGBR Zone.

DECISION STATUS: **Submit revisions electronically, may require return to meeting**

(email: manastasio@greenwichct.org)

(Motion: Pugliese Second: Brake-Smith)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes/recommendations/additional information to be submitted:

- The proposed awnings obstruct the significant architectural details of the building (arched windows). Applicant agreed to speak with client about either removing the awnings or proposing arched awnings to complement the windows. Redesign of awnings should be submitted for further review.
- Applicant submitted samples of awning material/color, door vinyl and lit signage.
- Clarify where the façade sign is being placed – the very front or set back toward the door?
- Installation of signage should limit any damage to the brick –letters shall be affixed to mortar joints instead of brick.
- Note that window signage is limited to 9” letters and 15% coverage.
- The ARC notes that the “417” address marker is already on the building.

8. **Gelato & Cioccolato**, 232 East Putnam Avenue; Application: PLPZ201800383 for a Sign/ Awning review for one new sign on a property located at 232 EAST PUTNAM AVENUE, COS COB in the LBR-2 Zone.

DECISION STATUS: **Submit revisions electronically, may require return to meeting**

(email: manastasio@greenwichct.org)

(Motion: Pugliese Second: Brake-Smith)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes/recommendations/additional information to be submitted:

- Submit color chips.
- Recommended redesign: One small awning just over door way, to include name on front and logos on the sides. One flat sign board placed higher, between the “diamonds” on the building facade, large lettering can be utilized. This will be more consistent with other signage on building.
- Submit mechanical drawings to include all pertinent dimensions– include the diamonds on the building in this drawing.

9. **American Fertility Services**, Western Junior Highway; Application: PLPZ201800386 for a Sign /Awning review for six new signs on a property located at 0 WESTERN JUNIOR HIGHWAY in the R-6 Zone.

**POSTPONED by applicant**

10. **Myx Fitness**, 19 West Elm Street; Application: PLPZ201800387 for a Sign /Awning review for two new signs on a property located at 19 WEST ELM STREET in the CGB Zone.

DECISION STATUS: **Submit revisions electronically, may require return to meeting**

(email: manastasio@greenwichct.org)

(Motion: Pugliese Second: Brake-Smith)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes/recommendations/additional information to be submitted:

- Applicant submitted color samples, explained that the signage would be consistent with “Myx Kitchen” located next door. Façade signs proposed on two sides of building.
- Note about frontage – shouldn’t count on the side located on a driveway.
- Remove web address from façade, can be placed on window or door (window signs limit coverage to 15% and letter height to 9”).
- Any new layout for window /door signs needs to be reviewed.

11. **Cap, Cork & Cellar**, 100 Bruce Park Avenue; Application: PLPZ201800389 for a Sign/Awning review for one new sign on a property located at 100 BRUCE PARK AVENUE in the LBR-2 Zone.

DECISION STATUS: **Submit revisions electronically, may require return to meeting**

(email: manastasio@greenwichct.org)

(Motion: Pugliese Second: Brake-Smith)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes/recommendations/additional information to be submitted:

- Submit mechanical drawings of entire sign board for both “Cap, Cork and Cellar” and “Drinks and Provisions”.
- ARC recommended relocating “Drinks and Provisions” to window as a decal. Note that window signage is limited to 9” letters and 15% coverage.
- Submit color chip of white to be used to touch up facade.
- Applicant inquired into signage on the side of building which he believes was taken down due to Town.

12. **Lord of the Pies, 1 Grigg Street**; Application: PLPZ 201800396 for a Sign/Awning review for new signage on a property located at 1 Grigg Street in the CGBR zone.

DECISION STATUS: **Submit revisions electronically, may require return to meeting**

(email: manastasio@greenwichct.org)

(Motion: Pugliese Second: Brake-Smith)

Voting in favor: Strazza, Pugliese, Brake-Smith

Notes/recommendations/additional information to be submitted:

- Existing awning to be recovered – existing lighting fixture under/behind awning will not be used – no lighting proposed.
- “Slice” logo can be placed on side of awning.
- The “R” is the tallest letter and appears to be 14.9” therefore appears compliant /less than 18”.
- Submit a b/w mechanical drawing to clarify dimensions/placement of letters; include area (in sq.ft.) of all lettering (draw a box around lettering for area calc).

**ADJOURNED AT 11:05 AM**