

1. ARC\_Agenda\_2023\_09\_18

Documents:

[9-18-23 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC\_Agenda\_2023\_09\_18

Documents:

[9-18-23 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE  
FINAL AGENDA Sign Subcommittee Meeting  
Monday, September 18, 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. Famille, 25 Lewis St., PLPZ 202300350** for Sign/Awning review for **awning with signage** on a property located at 25 Lewis Street [owner: JCS 25 Lewis St. LLC] in the CGBR zone.  
**View application [here](#).**
- 2. Supr, 19 West Elm St., PLPZ 202300352** for Sign/Awning review for **new facade signage** on a property located at 19 West Elm Street [owner: 19 W Elm Street Holdings] in the CGB zone.  
**View application [here](#).**
- 3. Gallery 1938, 470 West Putnam Ave., PLPZ 202300355** for Sign/Awning review for **new facade sign (over proposed doorway) and new sign on existing freestanding** on a property located at 470 West Putnam Avenue [owner: Albert Edward] in the LBR-2 zone. *NOTE: the new doorway requires submittal of an Exterior Alteration application.*  
**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](mailto:demetria.nelson@greenwichct.org) as soon as possible in advance of the event.

**ARCHITECTURAL REVIEW COMMITTEE**  
**ACTION AGENDA Sign Subcommittee Meeting**  
**Monday, September 18, 2023 10:30am – 11:30am**

**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. Famille, 25 Lewis St., PLPZ 202300350** for Sign/Awning review for **awning with signage** on a property located at 25 Lewis Street [owner: JCS 25 Lewis St. LLC] in the CGBR zone.  
**View application [here](#).**

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

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

**Applicant to update plans to reflect the following:**

- a. Applicant agreed to remove tree graphic from awning as recommended by ARC. "Famille" in white on both sides of the awning to remain. Plans to be updated accordingly.
- b. True brown awning color is approved as presented.
- c. Applicant confirmed flat decals on glass, and ¼" raised letters on façade and ARC found that acceptable.
- d. Façade sign – Raised ¼" thick, gold leaf, mirror finish, letters are approved as presented.
- e. Door decals - Height of 7" tree graphic and 3" text approved as presented. Window decal – 5" tall letters approved as presented. Plans to clearly show the height of all proposed decals.
- f. No lighting is proposed with this application.

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2. **Supr, 19 West Elm St., PLPZ 202300352** for Sign/Awning review for **new facade signage** on a property located at 19 West Elm Street [owner: 19 W Elm Street Holdings] in the CGB zone.  
**View application [here](#).**

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

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

**Applicant to update plans to reflect the following:**

- a. ARC noted concerns with the height and placement of the centered “Supr” signboard. It obstructs the view of the 2<sup>nd</sup> floor windows and appears to block existing gooseneck lights.
- b. Applicant is requested to develop two (2) clear options for the ARC to review and select one (1) to move forward. Applicant to add exact measurements of fascia board to windows, etc. so all spatial relationships can be well understood.
- c. Option 1: To show the signboard flush within the existing area.
- d. Option 2: To show the signboard raised slightly higher, making sure it clears the windows, but not as high as shown today.
- e. The applicant should clarify how the existing gooseneck lights will work with both proposed designs. Will some gooseneck lights need to be removed from behind the center signboard?
- f. The letter heights are approved as submitted.
- g. The colors are approved as submitted.

3. **Gallery 1938, 470 West Putnam Ave., PLPZ 202300355** for Sign/Awning review for **new facade sign (over proposed doorway) and new sign on existing freestanding** on a property located at 470 West Putnam Avenue [owner: Albert Edward] in the LBR-2 zone. *NOTE: the new doorway requires submittal of an Exterior Alteration application.*  
**View application [here](#).**

*Decision Status:* Return to a Meeting (submit pdf plans to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org) to be scheduled on an upcoming meeting)

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

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**Applicant to update plans to reflect the following:**

- a. The latest set of signage plans are dated Aug. 28 2023. ARC reviewed the Aug. 24 and the Aug. 28 plans during the meeting.
- b. The plans show a proposed new door on the building – this requires submittal of an [Exterior Alteration application](#) to include style, color and placement details. Further, Zoning Enforcement must review the proposed tenant space and use for compliance with the Building Zone Regulations.
- c. ARC found the proposed signage in need of proper design / hierarchy:
  - i. “Gallery 1938” is very hard to read due to outdated font and placement inside triangle. Font should be updated to a modern, legible font.
  - ii. The business name can be moved out of the triangle for readability.
  - iii. The graphic / logo (Tree of Life) in the triangle above the store name is difficult to discern and is in need of clarity.
  - iv. ARC does not generally accept phone numbers, websites, email addresses, etc... on freestanding and façade signage, therefore the Instagram tagline should be removed.
  - v. The font sizes and types should be updated so that the store name is the primary focus.
  - vi. The proposed white sign board with harsh black outline on the existing taupe building does not work well visually. The design should be updated to employ a more sophisticated color palette.
- d. Any decals proposed on windows/doors must be shown on plans.
- e. Any sign and/or building lighting proposed must be shown on plans.

**II. Committee Business:**

1. Any business. None.

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