

1. ARC_Agenda_2022_09_19

Documents:

[9-19-22 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2022_09_19

Documents:

[9-19-22 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, Sept. 19, 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=S3VHWWtWakpxM1Q0N2oyanZ0QXNxdz09>

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. UPS Store, 1117 East Putnam Avenue, Application PLPZ 202200433** for Sign/Awning review for **replacement of awning with signage** on a property located at 1117 East Putnam Avenue in the LB zone.
View application [here](#).
- 2. 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. *last reviewed at the 9-6-22 meeting.*
View updated plans [here](#).
- 3. Hudson Grace, 268 Greenwich Avenue, PLPZ 2022 00451** for Sign/Awning review for **new façade and window signage** on a property located at 268 Greenwich Ave. in the CGBR zone.
View application [here](#).
- 4. 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. *last reviewed at the 9-6-22 meeting.*
View updated plans [here](#).
- 5. Johnson Fitness and Wellness, 20 Railroad Avenue, Application PLPZ 2022 00452,** for Sign/Awning review for **new facade signage** on a property located at 2-28 Railroad Avenue in the GB 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, Sept. 19, 2022 10:30am – 11:39am

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; Bianca Dygert, Planner II

I. Sign/Awning Reviews:

- 1. UPS Store, 1117 East Putnam Avenue, Application PLPZ 202200433** for Sign/Awning review for **replacement of awning with signage** on a property located at 1117 East Putnam Avenue in the LB zone.

Decision Status: Electronic Return (email PDF plans to Marisa.Anastasio@greenwichct.org)

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

Submit plans to address the following:

- Remove register mark from the UPS logo;
 - Applicant to confirm branding and colors of all signage including new awning, decals, window signage are consistent with each other.
 - Window signage can not take up more than 15% of window glass
- 2. 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. *last reviewed at the 9-6-22 meeting.*

View updated plans [here](#).

Decision Status: Electronic Return (email PDF plans to Marisa.Anastasio@greenwichct.org)

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

Submit plans to address the following:

- Drop “48 Arch Street” to match exact spacing between bottom of “McArdle’s” to top of “Floral”; sign length will increase comparably.
- Old Lighting fixture to be removed
- LED lighting accepted as shown.

3. **Hudson Grace, 268 Greenwich Avenue, PLPZ 2022 00451** for Sign/Awning review for **new façade and window signage** on a property located at 268 Greenwich Ave. in the CGBR zone.

View application [here](#).

Decision Status: **Electronic Return (email PDF plans to Marisa.Anastasio@greenwichct.org)**

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

Submit plans to address the following:

- a. Provide options for centering of lettering including: vertical rule to be centered to line up with the HG decal on storefront
 - b. Rule line should float – should not touch top or bottom of façade
 - c. Size of letters and decals are approved
4. **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. *last reviewed at the 9-6-22 meeting.*

View updated plans [here](#).

Decision Status: **Electronic Return (email PDF plans to Marisa.Anastasio@greenwichct.org)**

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

Submit plans to address the following:

- a. Adjust the font type and kerning on the awning skirt to match the existing logo on the facade
 - b. Provide Side view drawing of awning
5. **Johnson Fitness and Wellness, 20 Railroad Avenue, Application PLPZ 2022 00452,** for Sign/Awning review for **new facade signage** on a property located at 2-28 Railroad Avenue in the GB zone. **View application [here](#).**

Applicant did not attend. ARC offered the following notes to be addressed by applicant and attend future meeting:

- a. ARC found the lettering too large, outdated.
- b. The size and placement of the sign should be more fitting with the facade (aka it's a chunky logo on a wide storefront).
- c. Provide an option where the text bar is eliminated from the second line of lettering and/or do not italicize
- d. "Fitness and Wellness" should line up under the H (or some letter) in Johnson instead of free floating between the letters above.
- e. Logos for the business found online work better - letters are italicized but there is no text bar.
- f. Is there a branding book so ARC can review the designated logo for the company?

II. Committee Business:

1. Any Business. None.

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