

1. ARC\_Agenda\_2021\_09\_20

Documents:

[9-20-21 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC\_Agenda\_2021\_09\_20

Documents:

[9-20-21 ARC SIGN MEETING ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE**  
**FINAL AGENDA Sign Subcommittee Meeting**  
**Monday, September 20, 2021 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. **30-32 Greenwich Avenue LLC / Bianca (restaurant); Application PLPZ202100393** for Sign/Awning review **for new façade signage** at a property located at 30 Greenwich Avenue in the CGBR zone.  
View application [here](#).
2. **Gregory's Coffee, 342 Greenwich Ave.; Application PLPZ202100405** for Sign/Awning review **for new façade signage** at a property located at 338-348 Greenwich Avenue in the CGBR zone.  
View application [here](#).
3. **CFCF (coffee shop), 1162 East Putnam Avenue; Application PLPZ202100396** for Sign/Awning review **for new façade signage** at a property located at 1154-1162 East Putnam Avenue (Jlofts building) in the LB 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](mailto:demetria.nelson@greenwichct.org) as soon as possible in advance of the event.*

**ARCHITECTURAL REVIEW COMMITTEE  
ACTION AGENDA Sign Subcommittee Meeting  
Monday, September 20, 2021 10:30am – 11:18am**

**Zoom Virtual Meeting**

**Members Present:** Heidi Brake-Smith; Rhonda Cohen; Paul Pugliese

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

**I. Sign/Awning Reviews:**

1. **30-32 Greenwich Avenue LLC / Bianca (restaurant); Application PLPZ202100393** for Sign/Awning review **for new façade signage** at a property located at 30 Greenwich Avenue in the CGBR zone.  
View application [here](#).

*Decision Status:* **Electronic Resubmission (email plans to [manastasio@greenwichct.org](mailto:manastasio@greenwichct.org))**

*Motion:* Pugliese *Second:* Cohen

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

The applicant shall submit updated drawings to reflect the following:

1. **Need at least 1 ½ - inches of space around all sides of the sign to the building / gable and space from the bottom**
  2. **Lighting needs to be 3500 Kelvin or lower in brightness**
  3. **Applicant indicated no painting of façade is proposed at this time.**
2. **Gregory's Coffee, 342 Greenwich Ave.; Application PLPZ202100405** for Sign/Awning review **for new façade signage** at a property located at 338-348 Greenwich Avenue in the CGBR zone.  
View application [here](#).

*Decision Status:* **Electronic Resubmission with caveat that ARC may ask for return if they do not find plans acceptable (email plans to [manastasio@greenwichct.org](mailto:manastasio@greenwichct.org))**

*Motion:* Pugliese *Second:* Cohen

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

The applicant shall submit updated drawings to reflect the following:

1. Applicant agreed to update documentation to show the correct storefront consistently among all plans and photos.
  2. Where does the proposed black paint end? Is there an architectural element that shows where this terminus is or should be?
  3. The 18” letters in the façade sign are too tall – update to show reduced height.
  4. Existing gooseneck lighting is to be removed as the applicant is proposing reversed channel lighting within the sign.
  5. Applicant to confirm 18” blade sign is to scale in rendering. It seems large as superimposed on the sidewalk image. Applicant to add additional dimensions and views to confirm this scale.
  6. ARC noted that a sign program for this building is recommended.
3. **CFCF (coffee shop), 1162 East Putnam Avenue; Application PLPZ202100396** for Sign/Awning review **for new façade signage** at a property located at 1154-1162 East Putnam Avenue (Jlofts building) in the LB zone.  
View application [here](#).

*Decision Status: Return to a Meeting (Applicant did not attend, Committee members discussed project to issue recommendations as noted).*

**The applicant shall submit updated drawings to reflect the following:**

1. **The sign looks to be replacing the emergency light over the door — is that the plan? This will affect the symmetry of the building and may not be up to code.**
2. **The plans say “18” or 30” logo”. This must be corrected as logos can be no more than 18” in height.**
3. **Will the entire logo be lit or just the CFCF lettering on the logo?**
4. **Does this signage/ logo match the branding at the other locations in Town? Provide photos of the other locations on Grigg St. and Greenwich Ave. so ARC can see the overall branding of the company. It is noted that CFCF on Grigg St. appears to have signage that was not reviewed by ARC – this should be resolved.**
5. **Since the sign is so unobtrusive, will window decals be used? The ARC is very clear that they don’t want this buildings’ windows cluttered with signage / decals because the glass is such an important architectural element.**

## **II. Committee Business:**

1. Any Business. No new business.

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