

1. 10:00 A.M. ARC_Agenda_2018_10_01

Documents:

[10-01-18 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. 10/1/18 ARC Sign Subcommittee Meeting Action Agenda

Documents:

[10-01-18 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

ARCHITECTURAL REVIEW COMMITTEE

Sign Sub-committee
Monday, October 1, 2018

FINAL AGENDA

Cone Room

Town Hall, 2nd Floor

101 Field Point Road

10:00 AM

1. **Paolo Lanfredi Salon, 401 Greenwich Avenue**; Application: PLPZ 201800175 and PLPZ 201800275 for a Sign Awning and Exterior Alteration review **for painting the façade and a new facade sign** on a property located at 401 GREENWICH AVENUE in the CGBR zone.
2. **OsteoStrong, 122 East Putnam Avenue**; Application: PLPZ 201800413 for a Sign Awning review of **four new signs and replacement of awning** on a property located at 122 EAST PUTNAM AVENUE in the Zone LBR-2.
3. **Michelle Farmer, 45 East Putnam Avenue**; Application: PLPZ 201800417 for a Sign Awning review of a **new façade sign** on a property located at 45 EAST PUTNAM AVENUE in the Zone CGBR.
4. **Maison Prive, 136 Hamilton Avenue**, Application: PLPZ 201800434 for a Sign / Awning review **for color / design change of existing awning** at a property located at 136 Hamilton Avenue in the LBR-2 zone.
5. **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.
6. **Nancy Heller, 233 Milbank Unit 4**; Application: PLPZ201800419 for an Exterior Alteration review for **proposed addition of wood framed deck and stone patio** on a property located at 233 MILBANK AVENUE in the R-6 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, October 1, 2018

ACTION AGENDA

Cone Room

Town Hall, 2nd Floor

101 Field Point Road

10:00 AM

ARC Members present: Richard Hein, Chairman; Mark Strazza, Vice-Chairman; Paul Pugliese

ARC Staff present: Marisa Anastasio, Senior Planner

Commenced 10:02am

1. **Paolo Lanfredi Salon, 401 Greenwich Avenue**; Application: PLPZ 201800175 and PLPZ 201800275 for a Sign Awning and Exterior Alteration review **for painting the façade and a new facade sign** on a property located at 401 GREENWICH AVENUE in the CGBR zone.

DECISION: Façade signage approved; Exterior paint will be re-reviewed with submittal of updated Exterior Alteration application.

(Motion: Strazza Second: Pugliese)

Voting in favor: Hein, Strazza, Pugliese

Notes/recommendations/additional information to be submitted:

- ARC discussed the paint which was applied prior to ARC review. Although it is pleasing aesthetically, ARC would like to be consistent in their decisions as they have not permitted painting of other similar Greenwich Avenue buildings.
- The applicant explained that an updated storefront exterior will be proposed in the future. ARC will revisit the paint issue at that time. ARC suggested the applicant look into proposing an architectural element instead of the paint.
- The exterior alteration application shall be a complete application to include all pertinent documentation including rendering of front elevation, samples of any proposed glass or metal elements, color chips, lighting specs and all other required information on the checklist.
- ARC approves the façade sign –i.e., the black letters along the top of the painted area.

2. **Michelle Farmer, 45 East Putnam Avenue**; Application: PLPZ 201800417 for a Sign
Awning review of a **new façade sign** on a property located at 45 EAST PUTNAM
AVENUE in the CGBR Zone.

DECISION: **Submit revisions electronically.** (email: manastasio@greenwichct.org)

Motion: Pugliese Second: Hein

Voting in favor: Hein, Pugliese. Voting against: Strazza (due to concerns about pin
mounted letters in brick façade)

Notes/recommendations/additional information to be submitted:

- Applicant submitted samples of brushed metal letters.
- Submit revised drawings to show the logo (M over F) to be 18” or less and show more space between the logo and the lettering, along with between the words.
- Pin letters must be mounted into the mortar, not the actual brick. The contractor/sign company shall submit mechanical drawings to confirm studs will mount into mortar joints and not actual brick.
- Applicant indicated the rear sign will be removed and not replaced, and the awning may be removed and replaced – any change, other than removal, requires further review by ARC.
- The landlord will be contacted to patch the existing brick – photos were submitted from ARC members showing the damage to the storefront.

3. **Maison Prive, 136 Hamilton Avenue**, Application: PLPZ 201800434 for a Sign / Awning review **for color / design change of existing awning** at a property located at 136 Hamilton Avenue in the LBR-2 zone.

DECISION: Awning is approved, Submit revisions electronically for window signage. (email: manastasio@greenwichct.org)

(Motion: Strazza Second: Pugliese)

Voting in favor: Hein, Strazza, Pugliese

Notes/recommendations/additional information to be submitted:

- Applicant indicated the awning stripe would be the color “Manhattan fog” and no signage board is proposed because business is private caterer / commercial kitchen.
- ARC discussed the shades on windows – concerned about 100% coverage of windows –Zoning Enforcement should review this for compliance.
- Applicant should propose window lettering to indicate the property is not open to the public and / or appointment only. Can also include web address. Submit plans for any proposed window signage.

4. **Nancy Heller, 233 Milbank Unit 4**; Application: PLPZ201800419 for an Exterior Alteration review for **proposed addition of wood framed deck and stone patio** on a property located at 233 MILBANK AVENUE in the R-6 Zone.

DECISION: Landscaping plan to be further reviewed.

(Motion: Hein Second: Pugliese)

Voting in favor: Hein, Pugliese Recused: Strazza

Notes/recommendations/additional information to be submitted:

- Applicant submitted photos of the site for the record.
- ARC members would like the landscape architect(s) on the Committee to review the project.
- ARC noted that they preferred the design without the new railing but found the design acceptable.
- 10/3/18 update – landscaping plan is okay, however, the new gate should match the existing gate/fencing.

5. **OsteoStrong, 122 East Putnam Avenue**; Application: PLPZ 201800413 for a Sign Awning review of **four new signs and replacement of awning** on a property located at 122 EAST PUTNAM AVENUE in the LBR-2 Zone.

DECISION: **Submit revisions electronically.** (email: manastasio@greenwichct.org)

(Motion: Strazza Second: Pugliese)

Voting in favor: Hein, Strazza, Pugliese

Notes/recommendations/additional information to be submitted:

- Submit revised drawings to show: Logo height on awning to be 18 inches or less, logo and lettering on window to be 9” or less, sign board logo centered with awning logo.
- Submit diameter dimension for sign board logo.
- Submit color samples.
- Submit black and white line drawing of all proposed signage.
- Note that the entire sign panel will count as “signage area” – this must be reviewed for compliance by Zoning Enforcement.
- Signage on rear freestanding sign is approved.
- ARC is okay with any new compliant signage to be placed on existing freestanding sign in front of building (not shown on plans).
- ARC discussed front of building–in the future, a sign plan should be developed to address the storefronts / awnings of the entire building.

6. **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.

DECISION: Submit revisions electronically, may require return to meeting. Exterior alteration updates require further review. (email: manastasio@greenwichct.org)

(Motion: Strazza Second: Pugliese)

Voting in favor: Hein, Strazza, Pugliese

Notes/recommendations/additional information to be submitted:

- Sign #1 / Freestanding sign at entrance received ZBA variance.
- No lighting allowed per ZBA.
- Sign #1 (freestanding sign): revise to show consistent number and letter size. ARC suggested bronze background, with blue “square” and grey (brick color) letters. Consider using all caps.
- Sign #2 – revise to be one line of text, using all caps, and moved to the northern building corner, placed at about 18” above the lower windows. To be bronze background with grey (brick color) letters. Submit plans that show studs will be mounted into mortar joints and not the actual brick.
- Sign # 3 --ARC requested a narrow sign attached to wall instead of the proposed sign shown on the corrugated entrance. Wall sign can have lettering placed vertically. ARC considered a freestanding sign here, but only one can be placed on the property. ZEO should review the wall sign for compliance.
- Door signage is approved.
- Regarding necessary screening for the gas meters: ARC recommends either installing a mesh that would enable plantings to screen the area, or corrugated metal enclosure. The applicant indicated Eversource would be consulted. Updated plans should be submitted for further review.
- Applicant discussed moving the transformer to the front corner of property and screening. Updated plans should be submitted for further review.
- ARC recommends reducing birch trees by one in order to avoid obstructing signage.
- ARC would like Rhonda Cohen to review signage.

Adjourned 11:25am

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