

1. ARC\_Agenda\_2023\_10\_02

Documents:

[10-2-23 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC\_Agenda\_2023\_10\_02

Documents:

[10-2-23 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE  
FINAL AGENDA Sign Subcommittee Meeting  
Monday, October 2, 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. Bank of America 240 Greenwich Ave., Application PLPZ 202300322** for Sign/Awning review for **updated illuminated freestanding sign and two non-illuminated façade signs** on a property located at 240 Greenwich Ave. [owner: 240 Greenwich Avenue LLC] in the CGBR zone. *Last reviewed at the [9/5 meeting](#).*  
**View updated plans [here](#).**  
**View initial application [here](#).**
- 2. Petite Maison Kids, 71 Greenwich Ave Application PLPZ 202300368** for Sign/Awning review for **façade signage** on a property located at 71 Greenwich Ave. [owner: MH Cohen Realty LLC] in the CGBR zone.  
**View application [here](#).**
- 3. Blankenship Dry Goods, 16 Greenwich Ave. Application PLPZ 2023 00211** for Sign/Awning review for **installed façade signs, awning signage, projecting signs, window decals and light fixtures and new proposed façade sign for Wall St. Coffee** on a property located at 16 Greenwich Ave. [owner: KTC Property LLC] in the CGBR zone. *Last reviewed at the [9/5 meeting](#).*  
**View sign application form [here](#).**  
**View documentation and plans [here](#) and [here](#).**

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.

**II. Committee Business:**

1. Any business. 2024 calendar draft.

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**ARCHITECTURAL REVIEW COMMITTEE**  
**ACTION AGENDA Sign Subcommittee Meeting**  
**Monday, October 2, 2023 10:30am – 11:48am**

**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; Tracy Kulikowski, Deputy Director Planning and Zoning/Assistant Town Planner (arrived at 11:08am for the Blankenship Dry Goods application) araldite

**I. Sign/Awning Reviews:**

- 1. Bank of America 240 Greenwich Ave., Application PLPZ 202300322** for Sign/Awning review for **updated illuminated freestanding sign and two non-illuminated façade signs and updating of plaque signs** on a property located at 240 Greenwich Ave. [owner: 240 Greenwich Avenue LLC] in the CGBR zone. *Last reviewed at the [9/5 meeting](#).*  
**View updated plans [here](#).**  
**View initial application [here](#).**

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

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

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

- Logos cannot be illuminated per the Town’s building zone regulations. Freestanding sign should be updated to limit lighting to lettering only.
- Applicant to provide a sample of the “Garbo Silver” color proposed for pylon sign.
- Applicant indicated that 2 of the 4 existing plaques will be removed and two will be updated (to be bronze). The plans should be updated to show all four locations of plaques for clarity. Any damage to the building in area

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of the plaque removal should be repaired. Plans to be updated to show height of logo (7 ¼ ");

- d. Façade signs proposed in brushed aluminum. ARC notes that the window frames on the building are a bronze color and wonder why the façade signage is brushed aluminum and the plaques will be bronze. Why not use all bronze?

**2. Petite Maison Kids, 71 Greenwich Ave Application PLPZ 202300368** for Sign/Awning review for **façade signage** on a property located at 71 Greenwich Ave. [owner: MH Cohen Realty 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. ARC recommends reducing the proposed decals on the glass to achieve a simpler look. Suggestions are to either eliminate “Hours of Operation” or eliminate the listing of all days since hours are the same;
- b. ARC recommends the address number “71” be reduced in size and positioned in middle at top of door;
- c. If possible, reduce the spacing between “Maison” and “Kids”;
- d. All window decals will be in the same gold color – ARC accepts this consistent color for all window decals.

**3. Blankenship Dry Goods, 16 Greenwich Ave. Application PLPZ 2023 00211** for Sign/Awning review to **address unpermitted signage and lighting by removing flood lights, blade signs, sandwich board signs, and decals on cladding; updating the awning to solid black; reducing the window/door glass decals while maintaining in place the Blankenship Dry Goods and circular star façade signs** on a property located at 16 Greenwich Ave. [owner: KTC Property LLC] in the CGBR zone. *Last reviewed at the [9/5 meeting](#).*

View sign application form [here](#).

View documentation and plans [here](#) and [here](#).

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***Decision Status:*** ARC accepts the proposal to remove the flood lights, blade signs, sandwich board signs, and decals on cladding; to update of the awning to solid black; and to maintain in place the Blankenship Dry Goods and circular star façade signs.

**ARC recommends further updates to the glass decals, as noted below, and such updates would require a Return to Meeting (submit mechanical plans (pdfs) to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org) and 1 hard copy to P+Z Office to be scheduled)**

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

**Notes:**

- a. ARC accepts the proposed removal of the flood lights, blade signs, sandwich board signs, and decals on cladding; update of the awning to solid black; and maintaining in place the Blankenship Dry Goods and circular star façade signs, as shown on plans;
- b. ARC likes that the decals on windows are all same color (White);
- c. ARC recommends further simplification of the window/ door glass decals:
  - i. Establishing a hierarchy of the logos would be an improvement in terms of readability – there are currently four logos competing with each other (bear, bull, elephant head and circle of stars); ie, The elephant head and circle of stars logos are shown on both the transom over the door and on the upper part of door and only one set of those is needed;
  - ii. There are many location descriptions (ie Manhattan, North Carolina, Chicago, NY, etc...) and those can be reduced / consolidated to achieve a simpler look;
  - iii. ARC recommends the proposed “16” on the top of door match the size/font/etc. of the existing 16 etched in glass on bottom of door.
- d. ARC finds the photomontage is not the standard of plans typically accepted; professional mechanical plans showing the dimensions and placement of all lettering/signage, dimensions and placement (height off ground) for awning, would meet the standard associated with ARC applications.

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**II. Committee Business:**

1. Any business. 2024 calendar draft. Did not review – will review at Wednesday meeting.

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