

1. ARC_Agenda_2022_10_03

Documents:

[10-3-22 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2022_10_03

Documents:

[10-3-22 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, Oct. 3, 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=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. Italian Village Restaurant, 1247 East Putnam Ave, Application PLPZ 202200461** for Sign/Awning review for **new illuminated façade signage** on a property located at **1233 - 1285 East Putnam Ave.** in the LB zone.
View application [here](#).
- 2. Ivy Infusions, 6 Riversville Road, Application PLPZ 202200462** for Sign/Awning review for **new façade and window signage** on a property located at **6 Riversville Road** in the LBR zone.
View application [here](#).
- 3. Van Leeuwen, 375 Greenwich Ave. Application PLPZ 202200328** for Sign/Awning review for **new facade signage** on a property located at 375 Greenwich Ave. in the CGBR zone. Last reviewed at 9-6-22 meeting.
View updated plans [here](#).
- 4. George’s Restaurant, 2 South Water St. Application PLPZ 2022 00375** for a Sign/Awning review for **façade signs**, on a property located at 2 South Water Last reviewed at 9-6-22 meeting.
View updated plans [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, Oct. 3, 2022 10:30– 11:55 am**

**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, Richard Hein
Staff: Marisa Anastasio, Senior Planner; Bianca Dygert, Planner II

I. Sign/Awning Reviews:

- 1. Italian Village Restaurant, 1247 East Putnam Ave, Application PLPZ 202200461** for Sign/Awning review for **new illuminated façade signage** on a property located at **1233 - 1285 East Putnam Ave.** in the LB zone.
View application [here](#).

Applicant didn't attend – application to be scheduled for future meeting.

- 2. Ivy Infusions, 6 Riversville Road, Application PLPZ 202200462** for Sign/Awning review for **new façade and window signage** on a property located at **6 Riversville Road** in the LBR zone.
View application [here](#).

Applicant didn't attend – application to be scheduled for future meeting.

- 3. Van Leeuwen, 375 Greenwich Ave. Application PLPZ 202200328** for Sign/Awning review for **new façade signage** on a property located at 375 Greenwich Ave. in the CGBR zone. Last reviewed at 9-6-22 meeting.
View updated plans [here](#).

Decision Status: **Return to meeting** [Submit plans to be scheduled for future meeting: pdfs to manastasio@greenwichct.org and hard copies to office]

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

Applicant to submit plans to address the following:

- a. ARC notes this building is in the historic district and the pink exterior color was not approved by ARC. The ARC 7-18-22 Action Agenda states, “The proposed pink color requires submittal of an Exterior Alteration application, and must include the Pantone / Benjamin Moore name/number for the proposed color. Show photo montage of**

existing storefronts and rectify the blue color of the existing shared storefront.” The building has already been painted pink. Zoning Enforcement will be notified of the unapproved exterior change. **The applicant must submit an Exterior Alteration application with documentation and fee to be reviewed by ARC.**

- b. ARC only approved the “VanLeeuwen” lettering and no other signage.
- c. The sign application requesting approval for the taglines “Milkshakes” and “Ice Cream” was found to be incomplete -the building / sign background color was not indicated on rendering, the font name was not indicated, and decals were not included. The applicant shall submit a comprehensive sign presentation including scaled and dimensioned plans and renderings of building elevations with signboard and proposed lettering (font name/ height /color to be indicated) shown on the façade, with the color of the building / signboard to be shown, any window / door decals included, and photos of the current streetscape including other tenant spaces and buildings to the left, right and across the street.

4. **George’s Restaurant, 2 South Water St. Application PLPZ 2022 00375** for a Sign/Awning review for **façade signs**, on a property located at 2 South Water
Last reviewed at 9-6-22 meeting.
View updated plans [here](#).

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

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

Applicant to submit updated plans to address following comments:

- a. **Front sign:**
 - i. “George” lettering should have more presence – use a bold or semi bold font, or use drop shadow;
 - ii. Move Italian Seafood and Steakhouse to be all on 2nd line of text, words can be separated by stars;
 - iii. Sign should be wider – approximately to middle of right and left windows / 2nd line of lettering may dictate size.
- b. **Side sign**
 - i. Sign should be taller to fit the space better and to provide “tavern” feeling. The applicant can explore additional wording/ taglines on the elongated sign – ARC is open to more taglines on this particular sign if the words are legible and if the sign remains consistent with design; and
 - ii. “George” lettering should have more presence – bold/semi bold or drop shadows utilized.
- c. **Rear sign**

- i. ARC wanted to see proposed deck shown on sign renderings. Owner says the deck is not moving forward at this time. In that case, sign should be moved further to the left of building, “George” lettering should have more presence – bold/semi bold or drop shadows utilized.**

- d. ARC notes the awnings would look better if matched with the burgundy brand color but awnings ok as existing;**
- e. The applicant/owner noted the burgundy color of the sign is the branded color for the business.**

II. Committee Business:

- 1. Any Business. None.**

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