

1. ARC_Agenda_2020_10_05

Documents:

[10-5-2020 ARC REGULAR MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2020_10_05

Documents:

[10-5-2020 ARC SIGN MEETING ACTION AGENDA_DRAFT.PDF](#)

ARCHITECTURAL REVIEW COMMITTEE FINAL AGENDA Sign Subcommittee Meeting

**Wednesday, October 5th, 10:30 am
Zoom Virtual Meeting**

Please click the link below to join the webinar:

<https://greenwichct.zoom.us/j/85869260092?pwd=WFBmYWxraig3czluVFVNSFBIWUdHZz09>

OR enter the following at Zoom.us: **Webinar ID: 858 6926 0092 Password: 2552293**

Or iPhone one-tap :

US: +1 646 518 9805,,85869260092#,,1#,2552293# or 8335480276,,85869260092#,,1#,2552293#
(Toll Free)

Or Telephone: Dial(for higher quality, dial a number based on your current location):

US: +1 646 518 9805 or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free)

I. Sign/Awning Reviews:

- 1. Gulf Station, 370 East Putnam Avenue, Application: PLPZ202000015** for **Sign/Awning review of refacing of freestanding sign and update pump signage and pump numbers, (price signs on façade already reviewed)** on a property located at 370 East Putnam Avenue in the LB zone. *Reviewed at 2-19-2020, 8-3-2020 and 8-31-2020 meetings.*
 - Review plans [here](#).
- 2. Gulf Station, 1324 East Putnam Ave.; Application PLPZ202000249** for **LED sign, freestanding sign, blade signs and dispenser signs** on a property located at 1324 East Putnam Avenue, Old Greenwich in the LB Zone.
 - Review plans [here](#),
- 3. Nobelle, 85 Greenwich Ave.; Application PLPZ202000252** for a **new facade sign** on a property located at 85 Greenwich Ave. in the CGBR zone.
 - Review plans [here](#).
- 4. 95 East Putnam Avenue; Application PLPZ202000262** for **signage review only of two façade signs (landscaping to be reviewed at Regular Meeting)** on

a property located at 95 East Putnam Avenue in the CGBR zone.

- Review plans [here](#).

5. **Stubbs and Wooton, 371 Greenwich Ave.; Application PLPZ202000264** for **one façade sign** on a property located at 371 Greenwich Ave in the CGBR zone.

- Review plans [here](#).

II. Committee Business:

1. Review of Minutes of 8-31-2020.
2. Any other 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 alan.barry@greenwichct.org as soon as possible in advance of the event.

**ARCHITECTURAL REVIEW COMMITTEE
ACTION AGENDA draft
Sign Subcommittee Meeting**

**Wednesday, October 5th, 10:35am – 1:08 pm
Zoom Virtual Meeting**

Members Present: Richard Hein, Chairperson; Rhonda Cohen; Paul Pugliese

Staff Present: Marisa Anastasio, Senior Planner and Jacalyn Pruitt, Planner II.

I. Sign/Awning Reviews:

1. **Gulf Station, 370 East Putnam Avenue, Application: PLPZ202000015** for Sign/Awning review of **refacing of freestanding sign and update pump signage and pump numbers, (price signs on façade already reviewed)** on a property located at 370 East Putnam Avenue in the LB zone. *Reviewed at 2-19-2020, 8-3-2020 and 8-31-2020 meetings.*

- **Review plans [here](#).**

Decision Status: **Return to Meeting**

Motion: Hein *Second:* Cohen

Vote: 3-0 (Hein, Cohen, Pugliese)

The applicant shall submit updated plans to reflect the following:

1. Freestanding Sign:
 - a. Based on the Committee’s recommendations, the applicant agreed to reduce the mounted height of the sign by replacing or cutting down the existing stanchion pole so that the top of the sign will be at or below the level of the gutter of the site’s convenience store.
 - b. ARC finds that the white square sign is not consistent with the character of the neighborhood and the applicant agreed to change the square frame around the circular logo from white to grey to reduce its impact;
 - c. The stanchion pole, the sign frame surrounding the logo and the sides of the sign shall be painted grey. ARC prefers the “Gulf Dark Grey” shown in the Brandbook or the applicant can present a sample of a grey to be reviewed by the ARC.
 - d. Dimension of the sign as presented (16 sq. ft.) shall not increase;
 - e. The lighting shall not exceed 3,700 Kelvin based on the character of the neighborhood and ARC precedent.
 - f. Only the logo shall illuminate, not the background.
 - g. Applicant shall submit a plan package that is specific to this site, instead

of submittal of the entire brandbook which includes a variety of options that do not pertain to this site.

2. Pump Signage:
 - a. The applicant shall provide detailed photos of existing pumps and documentation regarding the pumps' approval and installation; did ARC review and approve before the pumps were installed?
 - b. Provide detailed mechanical drawings and renderings of the proposed updates including all dimensions, colors and mounted heights;
 - c. ARC finds that Option 2 from the Gulf Design Standards: simple orange and white band, is preferred;
 - d. Bollards to be painted the "Gulf Light Gray" instead of the proposed blue;
 - e. White background with black lettering is preferred for text on the pumps;
 - f. It is noted that nothing on the pumps is illuminated.
3. The clapboard on the side of the building is currently blank, and it is expected to remain the same; any new signage requires ARC review.
4. Chairperson Hein noted that the Greenscape Committee found this property significant to the landscape of East Putnam Avenue --- removing clutter and adding landscaping along Post Road is a goal of the Town's Plan of Conservation and Development (POCD). The ARC therefore encourages the owner/ applicant to incorporate a landscaping plan to beautify the property.

2. **Gulf Station, 1324 East Putnam Ave.; Application PLPZ202000249** for **LED sign, freestanding sign, blade signs and dispenser signs** on a property located at 1324 East Putnam Avenue, Old Greenwich in the LB Zone.

- Review plans [here](#).

POSTPONED TO NEXT MEETING

3. **Nobelle, 85 Greenwich Ave.; Application PLPZ202000252** for a **new facade sign** on a property located at 85 Greenwich Ave. in the CGBR zone.

- Review plans [here](#).

Decision Status: **Electronic Resubmittal** (email:

Marisa.Anastasio@greenwichct.org and Jacalyn.Pruitt@greenwichct.org)

Motion: Hein *Second:* Cohen

Vote: 3-0 (Hein, Cohen, Pugliese)

The applicant shall submit updated plans to reflect the following:

1. Reduce the height of the "1's" in Nobelle to 12" instead of 13".
2. ARC notes that all signs on this building are approximately 5 ¼" deep;
3. No illumination is existing or proposed;

4. **95 East Putnam Avenue; Sign/Awning Application PLPZ202000262** for **signage review only of two façade signs (landscaping to be reviewed at Regular Meeting)** on a property located at 95 East Putnam Avenue in the CGBR zone.

- Review plans [here](#).

Decision Status: **Return to a Meeting**

Motion: Hein *Second:* Pugliese

Vote: 3-0 (Hein, Cohen, Pugliese)

The applicant shall submit a comprehensive signage program to reflect the following:

1. Janice Parker, LA is the 2nd floor tenant, and the entrance to this tenant space is located on the side of the building. Two signs are proposed – one on the front of the building, directly under the “95” to the right of the two front entrance doors. The other sign is proposed on the side of the building near a 2nd floor window.
 2. ARC finds that the front façade sign is confusing considering that the tenant space is not accessed through the front doors but rather around the side of the building. ARC further finds that the sign on the 2nd floor does not meet the intent of Section 6-169 of the Building Zone Regulations.
 3. Applicant shall consult with the landlord to propose an updated signage program which shall utilize the existing monument sign and shall incorporate all building tenants. ARC recommends the following:
 - a. Remove or relocate the “95” street number to be centered with the pediment.
 - b. Provide signage that directs people to the tenants at the side entrance .
 - c. Proposed a new sophisticated sign for the entire building
5. **Stubbs and Wooton, 371 Greenwich Ave.; Application PLPZ202000264** for **one façade sign** on a property located at 371 Greenwich Ave in the CGBR zone.
- Review plans [here](#).

Decision Status: **Return to a Meeting**

Motion: Hein *Second:* Pugliese

Vote: 3-0 (Hein, Cohen, Pugliese)

The applicant shall submit updated plans to reflect the following:

1. Applicant to remove the words “palm beach” from the main sign (can place on window);
2. Storefront sign should be wider to be more in proportion to the store front and

- center it over the two windows;
3. Provide more detailed mechanical drawing and renderings.

II. Committee Business:

1. Review of Minutes of 8-31-2020.
 - i. *Postponed to the following meeting.*
2. Any other Business.
 - i. *No other Business.*

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