

1. ARC\_Agenda\_2023\_10\_30

Documents:

[10-30-23 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC\_Agenda\_2023\_10\_30

Documents:

[10-30-23 ARC SIGN MEETING, ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE  
FINAL AGENDA Sign Subcommittee Meeting  
Monday, October 30, 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. Gallery 1938, 470 West Putnam Ave., PLPZ 2023 00355 and PLPZ 2023 00425** for Sign/Awning and Exterior Alteration review for **new entry door, new facade sign and updated freestanding sign** on a property located at 470 West Putnam Avenue [owner: Albert Edward] in the LBR-2 zone. *Last reviewed at the [9-18 meeting](#).*  
**View updated plans [here](#).**  
**View initial application [here](#).**
- 2. Tempur Pedic, 325 Greenwich Ave application PLPZ 2023 00407** for Sign/Awning and Exterior Alteration review to **update storefront with matte black aluminum cladding, new entry door and new signage** on a property located at 325 Greenwich Ave. [owner: Allied Property Group] in the CGBR zone.  
**View application [here](#).**
- 3. Vega Music, 37 West Putnam application PLPZ 2023 00413** for Sign/Awning review to **update existing freestanding sign and door decals** on a property located at 37 West Putnam Avenue [owner: Orinoco Bldg. Assoc.] in the CGBR zone.  
**View application [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.

4. **Lashes & Brows (Belen's Beauty Boutique), 469-475 West Putnam Avenue, PLPZ2023 00178** for Sign/Awning review for **new illuminated façade sign** on a property located at [owner: Cortese Real Estate] in the LB zone. *Last reviewed at the [5-15 meeting](#).*  
**View updated plans [here](#).**  
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**II. Committee Business:**

1. Any business.

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**ARCHITECTURAL REVIEW COMMITTEE  
ACTION AGENDA Sign Subcommittee Meeting  
Monday, October 30, 2023 10:31am – 11:45am**

**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

**I. Sign/Awning Reviews:**

- 1. Gallery 1938, 470 West Putnam Ave., PLPZ 2023 00355 and PLPZ 2023 00425** for Sign/Awning and Exterior Alteration review for **new entry door, new facade sign and updated freestanding sign** on a property located at 470 West Putnam Avenue [owner: Albert Edward] in the LBR-2 zone. *Last reviewed at the [9-18 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:

- a. Monument sign:** ARC finds the proposed layout of the monument sign reads as two separate businesses due to the central rule line, the proposed color choices; and “Gallery 1938” is still difficult to read. Applicant should present design options to include updated typeface for Gallery 1938, updated color layout so the store name relates to the logo and tagline more successfully (ie logo in gold, Gallery in black and tagline in gold). ARC will review electronically via email.
- b.** The agent stated that no decals are proposed under this application. ARC notes that any decals proposed require review prior to installation.

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- c. The agent indicated that they are presenting the monument sign only – however a new exterior door was added to the storefront and the owner submitted an Exterior Alteration. Further, any façade sign requires ARC review/ acceptance prior to permitting;
2. **Vega Music, 37 West Putnam application PLPZ 2023 00413** for Sign/Awning review to update existing freestanding sign and door decals on a property located at 37 West Putnam Avenue [owner: Orinoco Bldg. Assoc.] 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: Brake Smith Second: Pugliese Vote: 3-0 (voting: Brake Smith, Cohen, Pugliese)

Applicant to update plans to reflect the following:

- a. **ARC accepts the freestanding sign update as shown on the rendering (this shows enough space between top and bottom of sign board).**
  - b. **The door decals shall be lowered to align with the dancers on the opposite door. “37” can stay as is.**
3. **Lashes & Brows (Belen’s Beauty Boutique), 469-475 West Putnam Avenue, PLPZ2023 00178** for Sign/Awning review for new illuminated façade sign on a property located at [owner: Cortese Real Estate] in the LB zone. *Last reviewed at the [5-15 meeting](#).*  
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Motion: Cohen Second: Pugliese Vote: 3-0 (voting: Brake Smith, Cohen, Pugliese)

Applicant to update plans to reflect the following:

- a. **Raceway should be updated to match the raceway color of the adjacent “Combine Training” sign (black or charcoal grey);**

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- b. The proposed decals must be updated to comply with the BZR. Sec. 6-169 of the Town's Building Zone Regulation (BZR) limits logos and letter heights to 9" max. on glass.
  - c. The circular logo on the door should be updated to eliminate the solid color for consistency with other signage;
  - d. ARC recommends simplifying the decals by eliminating "follow us on" "Lashes and Nails"; "Book Now"; "appointment only"; "hours"; "follow us on";
  - e. ARC recommends creating some space between the hours and the phone and web for clarity.
4. **Tempur Pedic, 325 Greenwich Ave application PLPZ 2023 00407** for Sign/Awning and Exterior Alteration review to **update storefront with matte black aluminum cladding, new entry door and new signage** on a property located at 325 Greenwich Ave. [owner: Allied Property Group] 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: Pugliese Second: Brake Smith Vote: 3-0 (voting: Brake Smith, Cohen, Pugliese)

Applicant to update plans to reflect the following:

- f. Provide drawings that show three lettering height options: 14", 16" and 18" for ARC to review.
- g. Provide a rendering that includes the streetscape to the left and right of the subject property so ARC can review in context of the other storefronts.
- b. Provide separate mechanical drawings for any proposed decals.
- c. Lighting to be limited to 800 lumen or less (sign should include a dimmer to adjust to lower lumen if needed) and temperature limited to 4000k.
- d. If the proposed updates result in additional gross floor area, Planning and Zoning Site Plan review is required.

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