

1. ARC_Agenda_2021_11_15

Documents:

[11-15-21 ARC SIGN MEETING, FINAL AGENDA.PDF](#)

2. ARC_Agenda_2021_11_15

Documents:

[11-15-21 ARC SIGN MEETING ACTION AGENDA.PDF](#)

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Monday, November 15, 2021 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):
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0276 (Toll Free) or 833 548 0282 (Toll Free)

I. Sign/Awning Reviews:

1. **Fairfield Integrated Systems, 1212 East Putnam Avenue, Application PLPZ202100492** for Sign/Awning review for **new façade signage** at a property located at 1212 East Putnam Avenue in Riverside in the LB zone
View application [here](#).
2. **171 Hamilton Ave LLC 171 Hamilton Ave, Application PLPZ202100501** for Sign/Awning review for **new façade sign and projecting sign** at a property located at 171 Hamilton Ave. in the zone.
View application [here](#).
3. **PAWS Greenwich Canine Club, 1340 East Putnam Avenue, Application PLPZ202100507** for Sign/Awning review for **new façade signage** at property located at 1340 East Putnam Avenue in Old Greenwich in the LB zone.
View application [here](#).
4. **Island Fin Poke Co., 136 East Putnam Avenue, Application PLPZ202100510** for Sign/Awning review for **new façade signage** at 122-150 East Putnam Avenue in Cos Cob in the LBR-2 zone.
View application [here](#).

II. Committee Business:

1. Any Subcommittee 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, November 15, 2021 10:30am – 11:40am

Zoom Virtual Meeting

Members Present: Heidi Brake-Smith; Rhonda Cohen; Paul Pugliese

Staff Present: Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II

I. Sign/Awning Reviews:

1. **Fairfield Integrated Systems. 1212 East Putnam Avenue, Application PLPZ202100492** for Sign/Awning review for new façade signage at a property located at 1212 East Putnam Avenue in Riverside in the LB zone
View application [here](#).

Decision Status: **Applicant was absent from meeting, will need to attend future meeting.**

The committee provided the following comments:

1. ARC finds that the Fairfield Integrated Systems signage would be more appropriate where the Fuji Mart sign is currently – at the edge of the building, lower than the building glass work, over the doorway.
 2. The context images show that Goodwill and Fuji Mart signs don't interfere with the glass design of the building and are lower than the 2nd floor – which is preferable to the proposed located of FIS sign.
 3. ARC would like Zoning Enforcement to confirm that the FIS “use” is approved in this building (is there a retail component or is it office use?).
 4. ARC finds the proposed typography acceptable, but the location of sign needs to be further reviewed as noted.
2. **171 Hamilton Ave LLC 171 Hamilton Ave, Application PLPZ202100501** for Sign/Awning review for new façade sign and projecting sign at a property located at 171 Hamilton Ave. in the zone.
View application [here](#).

Decision Status: **Electronic Resubmission (email plans to**

manastasio@greenwichct.org) (Return to ARC for future tenant signage)

Motion: Pugliese *Second:* Brake-Smith

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

The applicant shall submit updated drawings to reflect the following:

1. For “The Hamilton” front façade sign: ARC finds that brushed gold letters should be used instead of polished gold for a sophisticated look. ARC accepted the size /typography of lettering.
 2. ARC finds the following for the projecting (“blade”) sign:
 - o Change circular shape to rectangular (either vertical or horizontal);
 - o Lower sign from 9 to 8-feet above ground;
 - o Eliminate the green color and use black, white and gold colors instead.
 3. ARC recommended adding a plaque sign at the rear (residential) entrance on the rear wall of the building.
 4. ARC accepted the proposed awnings as shown.
 5. Applicant to show all dimensions of proposed signage in the electronic return.
 6. Applicant indicated that projecting (“blade”) signs along front of building are expected for future commercial tenants. ARC recommended limiting colors to white and black (white signboards with black lettering) for all tenants for a sophisticated look. ARC expects that the projecting signs will look best if perpendicular to façade instead of horizontal. Applicant to return for ARC review of tenants’ signage.
3. **PAWS Greenwich Canine Club, 1340 East Putnam Avenue, Application PLPZ202100507** for Sign/Awning review for **new façade signage** at property located at 1340 East Putnam Avenue in Old Greenwich in the LB zone.
View application [here](#).

Decision Status: **Electronic Resubmission (email plans to manastasio@greenwichct.org)**

Motion: Brake-Smith *Second:* Cohen

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

The applicant shall submit updated drawings to reflect the following:

1. ARC finds that the circle shape and size of the sign above the arched doorway is not the most successful design and is not in keeping with

placement of other signage on the building. ARC recommends changing the shape and/or reducing the size, and /or mounting within the archway of the double doors instead of the gables.

2. ARC finds that the mounting bars are distracting to the signage –applicant to review and present alternatives for mounting of the sign.
 3. ARC finds that the paw print silhouette as presented is not successful / legible. The “20% white” indicated on plans appears to be a misprint and meant to read “20% gray”.
 4. Applicant to submit mechanical plans for any proposed decals on doors or windows.
 5. Applicant to submit specification sheets for any new lighting.
 6. ARC recommends reducing size of address number “1340” and updating to be horizontally mounted instead of vertically.
 7. The applicant can submit revisions electronically (via email) but ARC may require the applicant to return to a meeting for further discussion.
4. **Island Fin Poke Co., 136 East Putnam Avenue, Application PLPZ202100510** for Sign/Awning review for **new façade signage** at 122-150 East Putnam Avenue in Cos Cob in the LBR-2 zone.
View application [here](#).

Decision Status: **Electronic Resubmission (email plans to manastasio@greenwichct.org)**

Motion: Pugliese *Second:* Brake-Smith

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

The applicant shall submit updated drawings to reflect the following:

1. Typography and colors approved but sign board to be updated to be white.
2. Submit mechanical plan showing dimensions of the sign board.
3. Mechanical plans are required for any proposed decals on doors or windows.

II. Committee Business:

1. Any Subcommittee Business.

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