

**ARCHITECTURAL REVIEW SIGN SUB-COMMITTEE  
ACTION AGENDA**

**Monday, March 5, 2018**

**\*\*\*\*\* MAZZA ROOM \*\*\*\*\***

**10:00 AM**

**Greenwich Town Hall**

**First Floor**

101 Field Point Road, Greenwich, CT

ARC MEMBERS PRESENT: Richard Hein (Chairman), Mark Strazza (Vice Chairman), Rhonda Cohen, Paul Pugliese

STAFF MEMBER PRESENT: Marisa Anastasio, Senior Planner

**1. U-2 Nails, 1345 East Putnam Avenue**

Application **PLPZ 2017 00595** for Sign / Awning Review for **façade signage** on a property located at **1345 EAST PUTNAM AVENUE, RIVERSIDE**, in the LB Zone.

Proposed use: nail salon Existing Use: nail salon (Boston Market Building)

DECISION STATUS: Return electronically (email: [manastasio@greenwichct.org](mailto:manastasio@greenwichct.org))

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Pink circle to be about 1/8" larged, aligned with the baseline of typography of the word "spa", and moved closer to the "a" in "spa"
- "U2" to match the size of the other letters and moved closer to the "N" in "Nail"
- Submit Pantone Colors
- Eliminate white border, can add a black border or no border
- Exposed electrical conduit needs to be corrected
- Landlord should think about comprehensive sign program, especially for 2<sup>nd</sup> floor uses, as this approval of a sign for a 2<sup>nd</sup> floor use is an exception

2. **Gilles Clement, 45 East Putnam Avenue**

Application **PLPZ 2018 00039** for a Sign / Awning review for **facade signage** on a property located at 45 EAST PUTNAM AVENUE, Unit:55 GREENWICH, CT 06830 in the CGBR zone. Proposed use: retail Existing Use: retail

DECISION STATUS: Return electronically (email: [manastasio@greenwichct.org](mailto:manastasio@greenwichct.org))

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Suggest brushed gold letters to be consistent with other signs on building
- Make the sign panel larger so that it can accommodate two lines of typography / existing letters can be used on larger panel
- Rear sign approved as submitted
- Submit sign program for entire building

3. **Habitat Greenwich, 234 East Putnam Avenue**

Application **PLPZ 2018 00048** for a Sign / Awning review for a **new sign and painting of door and stoop** on a property located at 234 East Putnam Avenue, Cos Cob, CT 06807 in the LBR-2 zone. Proposed use: retail Proposed use: retail

DECISION STATUS: Return electronically (email: [manastasio@greenwichct.org](mailto:manastasio@greenwichct.org))

(Motion: Pugliese Second: Cohen)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Submit all samples of background color, letter colors, and materials to reflect the discussion: Background color: driftwood grey, letters: Matte Pantone #425 (grey), Material: painted wood
- Submit schedule of paints for door and stoop, should be a cooler grey towards the look of driftwood
- Any modifications to the exterior, other than the painting reviewed herein, requires submittal of an Exterior Alteration application

4. **YNNH-Greenwich Hospital Auxiliary Thrift Shop, 199 Hamilton Avenue**

Application **PLPZ 2018 00050** for a Sign /Awning review **for two facade signs and a freestanding sign** on a property located at 199 HAMILTON AVENUE

GREENWICH, CT 06830 in the LBR-2 zone.

Existing use not changing: retail

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Pugliese)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Make letters smaller on freestanding sign to add the word "The"
- Everything needs to be "tightened up"/ flush – if left aligned, then all letters should line up
- Take out air between words in "The Auxiliary Thrift Shop"

5. **Music & Arts, 22 West Putnam Avenue**

Application **PLPZ 2018 00051** for a Sign/ Awning review for **new signage on awning and window** on a property located at 22 WEST PUTNAM AVENUE, Unit:28 GREENWICH, CT 06830 in the CGBR zone. Previous use: retail, Proposed use: not indicated, Staff recommends that the applicant meet with Zoning Enforcement to determine the Use / Use Group of the proposed business

DECISION STATUS: Return electronically (email: [manastasio@greenwichct.org](mailto:manastasio@greenwichct.org))

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Zoning review required for proposed use and signage
- Awning to be black not red
- Logo can be a maximum of 18" in height
- "Music & Arts" on awning should be reduced to between 6-5/8" to 7"
- "Music & Arts" on window can be maximum 9" and 15% of window
- Submit sample of awning

6. **BMW of Greenwich, 359 West Putnam Avenue**

Application **PLPZ 2018 00052** for a Sign Awning review **for façade signage and a freestanding sign** on a property located at 359 WEST PUTNAM AVENUE

GREENWICH, CT 06831 in the Zone GB. Existing use: Auto Storage Proposed Use:  
Auto Sales and Service

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Clarify the color designation of letters on the façade sign
- Freestanding sign should be simplified by taking out the black lines above and below “Certified Pre-owned”
- Submit samples

7. **Cocoon, 7 East Putnam Avenue**

Application **PLPZ 2018 00054** for a Sign Awning review **for signage on facade and window** on a property located at 7 EAST PUTNAM AVENUE, Unit:19

GREENWICH, CT 06830 in the CGBR zone. Propose use: Retail Existing use:  
Gallery

DECISION STATUS: Approved as shown

(Motion: Pugliese Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

8. **SoBol, 132 East Putnam Avenue**

Application **PLPZ 2018 00056** for a Sign Awning review for **modification to previously reviewed awning signage** on a property located at 132 East Putnam Avenue, Cos Cob, CT 06807 in the LBR-2 zone. Proposed use: Retail Previous use: retail

DECISION STATUS: Return electronically (email: [manastasio@greenwichct.org](mailto:manastasio@greenwichct.org))

(Motion: Strazza Second: Cohen)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Submit Pantone Color of “SoBol” lettering
- Letter height of “Acai Bowls and Beyond” should be uniform with lettering on other signs
- Take out air between lettering of “Açaí Bowls And Beyond”
- Temporary signage requires Zoning Enforcement review
- Note that windows should be free of unpermitted signage, any window signage needs further review

9. **Living Hope Church, 38 West End Avenue**

Application **PLPZ 2018 00057** for a Sign Awning review **for one façade sign** on a property located at 38 WEST END AVENUE OLD GREENWICH, CT 06870 in the R-12 zone. Proposed use and Previous use not indicated on application form

DECISION STATUS: Return to Meeting

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Church in a residential zone, therefore signage limited to 20 square feet. Letters and logos can be a maximum of 18" in height. Zoning enforcement must perform preliminary review of proposed signage. Is variance required?
- ARC recommends creating mock up designs for a monument sign and facade sign within the parameters of the Regulations (no greater than 20 square feet, 18" letters/logo, etc...)



10. **Greyson DeVere, 25 (aka 23) Lewis Street**

Application **PLPZ 2018 00060** for a Sign Awning review **for signage on façade and awning** on a property located at 25 LEWIS STREET GREENWICH, CT 06830 in the Zone CGBR. Proposed use: retail Previous use: retail

DECISION STATUS: Return electronically (email: manastasio@greenwichct.org)

(Motion: Cohen Second: Strazza)

Voting in favor: Hein, Strazza, Cohen, Pugliese

Recommendations:

- Submit line drawing of front of building and measurement of recessed area where "GDV" is proposed (photo with tape measure would be acceptable)
- Logo should be clearer, options include using an outline logo on awning, placing a decal of the logo on window (9" max), or placing a decal of the logo on the door along with the name of the business
- GDV is too large; should be in proportion to the size of the area therefore measurement of recessed area is important