

ARCHITECTURAL REVIEW COMMITTEE ACTION AGENDA

**Wednesday, February 1, 2021, 10:30am – 11:14am
Zoom Virtual Meeting**

Members Present: Richard Hein, Chairperson; Heidi Brake-Smith; Rhonda Cohen

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

I. Sign/Awning Reviews:

1. **Lobstercraft, 107 Greenwich Ave.;** Application **PLPZ202100016** for Sign/Awning **for awning with signage and rear façade sign, (window signage shown on plans was not approved by ZEO)** on a property located at 107 Greenwich Avenue in the CGBR zone.
View plans [here](#).

Decision Status: **Return to a Meeting**

Motion: Hein *Second:* Brake-Smith

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

The applicant shall submit updated plans to reflect the following:

Front façade:

1. Remove “hot buttered lobster” tagline from signage;
2. Remove background lobster graphic from awning;
3. Do not include phone number on the awning;
4. Provide a mechanical drawing and rendering to demonstrate the alignment / placement of the awning on the building;
5. Provide the Sunbrella color of awning, and Pantone colors of lettering;
6. The window decals on the front façade have not been approved by Zoning nor ARC. The applicant has indicated that the front window is another tenant’s.
7. Any window and/or door decals that are planned need to be included in this application.

Back façade:

1. Remove “hot buttered lobster” tagline from signage;
2. Giant lobster graphic proposed in rope is not approved;
3. All signage lettering and logos needs to conform to the Town’s Building Zone Regulations (BZR);

4. Provide a line rendering showing the dimensions of the back of the rear façade and where exactly the graphics are proposed --s
5. Provide a mechanical drawing and a line rendering showing the alignment and dimensions of the proposed graphics, and their relationship to the rear façade in general, and specifically to the rear door and staircase – include dimensions left to right and top to bottom.
6. Show how the lettering will be mounted;
7. Any window and/or door decals must be shown on plans;
8. Provide pantone color name/number of the proposed graphic and text

II. Committee Business:

1. Any Business.
 - Discussed lighting and signage violations on the Avenue.

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.