

**ARCHITECTURAL REVIEW COMMITTEE  
ACTION AGENDA**

**Sign Subcommittee Meeting**

**Monday, April 19, 2021 10:30am – 11:31am**

**Zoom Virtual Meeting**

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

**Staff Present:** Marisa Anastasio, Senior Planner; Bianca Dygert, Planner II

**I. Sign/Awning Reviews:**

- 1. The Modern, 125 Field Point Road; Application PLPZ202100123** for Sign / Awning review for new site signage at a property located at 125 Field Point Road in the R-6 zone.

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

*Motion:* Hein *Second:* Cohen

*Vote:* 4-0 (Hein, Brake-Smith, Cohen Pugliese)

The applicant shall submit updated plans to reflect the following:

1. On sign #4, move the “2” closer to the “1” in “125”;
2. Eliminate the visible mounting grommets;
3. Font and line weight must be uniform amongst all signage – applicant shall update the plans to show signs #6 and 7 matching the font and line weight of signs #1-5.

- 2. Central Middle School, 9 Indian Rock Lane; Application PLPZ202100129** for Sign / Awning review for a freestanding sign at Central Middle School located at 9 Indian Rock Lane in the R-12 zone.

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

*Motion:* Hein *Second:* Cohen

*Vote:* 4-0 (Hein, Brake-Smith, Cohen Pugliese)

The applicant shall submit updated plans to reflect the following:

1. Freestanding signs should be simple and somewhat consistent among schools.
  2. Update the sign to a simpler rectangle to match modernity of building, eliminate the scroll element at the top of the sign.
  3. The blue color is quite industrial – try to find color that is more sophisticated and/or use the specific school color.
  4. Update typography to be more sophisticated: eliminate the capital letters, choose a more contemporary font, possibly use blue background with white lettering.
  5. Applicant can submit plans to staff and ARC will review and offer input via email.
3. **Elm Street Oyster House, 11 West Elm Street; Application PLPZ202100134** for Sign / Awning review for **a new awning with signage** at a property located at 11 West Elm Street in the CGBR zone.

**Postponed - applicant did not attend meeting.**

4. **Splash Car Wash, 625 West Putnam Ave., Application PLPZ202100065** for Sign/Awning review **for new façade signage** on a property located at 625 West Putnam Ave. in the LB zone. *Previously reviewed at the 3-15-21 meeting.*

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

*Motion:* Hein *Second:* Cohen

*Vote:* 4-0 (Hein, Brake-Smith, Cohen Pugliese)

**The applicant shall submit updated plans to reflect the following:**

1. **ARC appreciates the updates made to the signage, but finds that the yellow “CAR WASH” lettering overpowers the Splash logo and takes away from the overall branding. The applicant should review the design based on ARC recommendations: reduce the height of the CAR WASH lettering, and/or change to white (to compliment the logo) or stainless steel (to reflect the building materials).**
2. **Placement / Alignment on the marquee is important–signage placement should be intentional, not just floating, take its 3-dimensional properties into account.**

**II. Committee Business:**

1. Any Business. None.

*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](mailto:alan.barry@greenwichct.org) as soon as possible in advance of the event.*