

**ARCHITECTURAL REVIEW COMMITTEE**  
**Action AGENDA Sign Subcommittee Meeting**  
**Monday, Sept. 19, 2022 10:30am – 11:39am**

**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; Bianca Dygert, Planner II

**I. Sign/Awning Reviews:**

- 1. UPS Store, 1117 East Putnam Avenue, Application PLPZ 202200433** for Sign/Awning review for **replacement of awning with signage** on a property located at 1117 East Putnam Avenue in the LB zone.

*Decision Status: Electronic Return (email PDF plans to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org) )*

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

**Submit plans to address the following:**

- Remove register mark from the UPS logo;
  - Applicant to confirm branding and colors of all signage including new awning, decals, window signage are consistent with each other.
  - Window signage can not take up more than 15% of window glass
- 2. McArdle's, 48 Arch St. Application PLPZ 202200434** for Sign/Awning review for **replacement of freestanding sign** on a property located at 48 Arch St. in the CGB zone. *last reviewed at the 9-6-22 meeting.*

**View updated plans [here](#).**

*Decision Status: Electronic Return (email PDF plans to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org) )*

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

**Submit plans to address the following:**

- Drop “48 Arch Street” to match exact spacing between bottom of “McArdle’s” to top of “Floral”; sign length will increase comparably.
- Old Lighting fixture to be removed
- LED lighting accepted as shown.

3. **Hudson Grace, 268 Greenwich Avenue, PLPZ 2022 00451** for Sign/Awning review for **new façade and window signage** on a property located at 268 Greenwich Ave. in the CGBR zone.

**View application [here](#).**

*Decision Status:* **Electronic Return (email PDF plans to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org) )**

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

**Submit plans to address the following:**

- a. Provide options for centering of lettering including: vertical rule to be centered to line up with the HG decal on storefront
  - b. Rule line should float – should not touch top or bottom of façade
  - c. Size of letters and decals are approved
4. **Peserico, 279 Greenwich Ave. Application PLPZ 2022 00413** for Sign/Awning review for **new awning with signage** on a property located at 279 Greenwich Ave. in the CGBR zone. *last reviewed at the 9-6-22 meeting.*

**View updated plans [here](#).**

*Decision Status:* **Electronic Return (email PDF plans to [Marisa.Anastasio@greenwichct.org](mailto:Marisa.Anastasio@greenwichct.org) )**

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

**Submit plans to address the following:**

- a. Adjust the font type and kerning on the awning skirt to match the existing logo on the facade
  - b. Provide Side view drawing of awning
5. **Johnson Fitness and Wellness, 20 Railroad Avenue, Application PLPZ 2022 00452,** for Sign/Awning review for **new facade signage** on a property located at 2-28 Railroad Avenue in the GB zone. **View application [here](#).**

**Applicant did not attend. ARC offered the following notes to be addressed by applicant and attend future meeting:**

- a. ARC found the lettering too large, outdated.
- b. The size and placement of the sign should be more fitting with the facade (aka it's a chunky logo on a wide storefront).
- c. Provide an option where the text bar is eliminated from the second line of lettering and/or do not italicize
- d. "Fitness and Wellness" should line up under the H (or some letter) in Johnson instead of free floating between the letters above.
- e. Logos for the business found online work better - letters are italicized but there is no text bar.
- f. Is there a branding book so ARC can review the designated logo for the company?

**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 [demetria.nelson@greenwichct.org](mailto:demetria.nelson@greenwichct.org) as soon as possible in advance of the event.*