

**ARCHITECTURAL REVIEW COMMITTEE
ACTION AGENDA Sign Subcommittee Meeting
TUESDAY, Jan. 3rd, 2023 10:30am – 11:56am**

**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; Jacalyn Pruitt, Planner II

I. Sign/Awning Reviews:

- 1. Allbirds, 340 Greenwich Ave., Application PLPZ 202200547** for Sign/Awning and Exterior Alteration review of a **new façade sign, new projecting sign, new exterior door pulls, painting and various repairs of storefront glazing/cladding** on a property located at **340 Greenwich Avenue** in the CGBR zone.

View application [here](#).

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

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

Submit plans to address the following:

- Provide dimensions of all letter and logo heights. As discussed during the meeting, the 2nd “l” in Allbirds is greater than 18” in height which does not meet the Regulations. Applicant can return with a reduced size letter height that meets Sec. 6-169 of the Town’s Building Zone Regulations (BZR) or proceed with a variance to the Zoning Board of Appeals, with ARC’s support of the design as presented.
 - Provide pantone number for all proposed colors.
 - Provide details for any decals proposed on the glass window / door.
 - Lighting temperature shall be limited to 4000K.
 - Eliminate the freestanding sandwich board from the drawings as those are not permitted.
- 2. The Ave, 17 East Elm St., Application PLPZ 202200550** for Sign/Awning review of a **new awning with signage** on a property located at **17 East Elm Street** in the CGB zone.

View application [here](#).

Decision Status: Denied as Submitted

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

Submit plans to address the following:

- a. The proposed location of the sign is not in harmony with the building and does not meet ARC's precedence for signs related to second-floor uses.
- b. The application documentation does not provide complete details of the proposed font/color choices nor how the sign will be affixed to the building – the rendering shows a circle around a railing on the 2nd floor to indicate sign placement – if the sign is intended to hang from the railing, this would not be in keeping with standards for acceptable sign installation.
- c. ARC strongly recommends the proposal be updated to eliminate the 2nd floor sign and replace with a well-designed plaque to be located next to the ground floor entry door. The applicant can submit a revised proposal under this existing application for further review by ARC.
- d. Clear renderings, mechanical drawings and photomontage, as required in the Sign/Awning application checklist, shall be submitted for any updated proposal to clearly show color (pantone/ Benjamin Moore number), font (name and point size), dimensions of sign board and letter heights, and method of installation.

3. **Verizon Store, 1285 East Putnam Ave., Application PLPZ 202200558** for Sign/Awning review of a **new interior-illuminated façade sign, door decals and adding Verizon sign to the existing freestanding sign** on a property located at **1233-1285 East Putnam Avenue (Thruway Shopping Center) in Riverside** in the LB zone.

View application [here](#).

Decision Status: Approved as Submitted

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

Submit plans to address the following:

- a. The decal size information on the drawings “180pt(1.75”)” do not relate to each other. ARC approves of the 1.75” size for the font.

4. **Weilu Fresolone Atelier, 37 East Elm St., Application PLPZ 202200563** for Sign/Awning review of a **new awning with signage** on a property located at **35-41 East Elm Street** in the CGB zone.

View application [here](#).

Decision Status: Approved with Comments

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

Submit plans to address the following:

- a. ARC strongly recommends equal spacing between all three words.
- b. Provide the specific Sunbrella fabric color on plans.
- c. Provide details of any glass door/window decals. If not, the applicant may be required to submit a new application to ARC for any decals proposed in the future.

5. **Core Pilates, 24 East Elm St., Application PLPZ 202200564** for Sign/Awning review of a **new facade sign** on a property located at **24 East Elm Street** in the CGB-HO zone.

View application [here](#).

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

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

Submit plans to address the following:

- a. Update the plans to indicate a consistent typeface /font. Current drawings show two different fonts, and the applicant notes it is meant to be a single font.
- b. Update the plans to include accurate Pantone number for proposed yellow color.
- c. Confirm if the “24” address number is existing or not. ARC finds this number competes with the store front design.
- d. Provide clarification of installation method i.e. pin mounted letters vs sign board. The ARC strongly prefers a signboard to preserve the historic structure and match the historic charm of the building. Applicant shall provide the dimensions of any proposed signboard.

6. **Mobil, 621 West Putnam Ave., Application PLPZ 202200568** for Sign/Awning review of **replacement of two existing “Mobil” signs with new interior-illuminated signs**, on a property located at **621 West Putnam Ave.** in the LB zone.

View application [here](#).

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

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

Submit plans to address the following:

- a. The letter heights shall be no more than 18 inches, as agreed to by applicant.

- b. Illumination is limited to the letters only, not the white background.
- c. Illumination temperature shall not be greater than 4000K. Applicant to provide Kelvin rating on plans.

II. Committee Business:

- 1. Any 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.