

**ARCHITECTURAL REVIEW COMMITTEE
FINAL AGENDA Sign Subcommittee Meeting
Tuesday, Jan. 17th, 2023 10:30am – 11:04am**

**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. Chase, 235 Greenwich Ave., Application PLPZ 202200347** for Sign/Awning review for **new facade signage** on a property located at 235 Greenwich Ave. in the CGBR zone.
View updated plans [here](#).

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

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

Submit plans to address the following:

- ARC accepts the proposed letter/ logo ratio shown for the façade signs (letters are 14” and logo is 18” in height)
- Option A – No logo octogen on the front entrance – to be implemented.
- Door decals: Option A -- JP Morgan included on right door -- to be implemented; move “no smoking” graphic to the left, so it is in line with the “SIPC” graphic. Enlarge the FDIC language by a point or two to make more legible.

- 2. Greenwich Med Spa, 1345 East Putnam Avenue, Application PLPZ202300001** for Sign/Awning review of **three illuminated facade signs** on a property located at 1345 East Putnam Avenue in the LB zone.
View application [here](#).

Applicant did not attend.

Decision Status: Return to Meeting. ARC discussed the application as detailed in Notes.

Provide the following information and attend future meeting:

- Explore reversing the color scheme (white/silver lettering on dark

background instead of the proposed black lettering on light background) to be more consistent with Verizon signage to the right.

- b. Provide color samples/names for all lettering, logos and background.
- c. Provide dimensions of sign boards – are there inlays in the fascia where the signs are to be installed?
- d. Provide height of letters and logos.
- e. Provide lighting details – Kelvin rating (ARC generally recommends 2700K – 4000K). The GMS logo is not permitted to be illuminated pursuant to the Building Zone Regulations.
- f. Provide details of any proposed decals on doors / windows.

3. Visual Comfort, 21-23 West Putnam Avenue, Application PLPZ202300006 for Sign/Awning review of **façade and side signs, and update to existing freestanding sign** on a property located at 19-23 West Putnam Avenue in the CGBR zone.

View application [here](#).

Applicant did not attend.

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

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

Submit plans to address the following:

- a. Change the proposed lettering on the front facade to white or silver to remain consistent with the other signage.
- b. Side sign: match background color to other signs here (black or charcoal).
- c. Letter “o” in “Co.” should be the same point size as those within “Comfort”.
- d. Applicant to confirm the height of the text within the sign. Is the V 8 1/8”? and the fascia is 10.5”?
- e. The free-standing sign is approved as presented.
- f. Provide details for any proposed decals on doors or windows.
- g. Confirm no illumination is proposed.

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.