

ARCHITECTURAL REVIEW COMMITTEE
ACTION AGENDA Sign Subcommittee Meeting
Tuesday, September 5, 2023 10:38am – 12:07pm

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; Richard Hein (left at 11:40am)
Staff: Marisa Anastasio, Senior Planner; Jacalyn Pruitt, Planner II

I. Sign/Awning Reviews:

- 1. Little Greene, 9 East Putnam Avenue, Application PLPZ 2023 00307** for Sign/Awning review for **facade sign** on a property located at 7-19 East Putnam Ave. [owner: 7-19 East Putnam Ave LLC] in the CGBR zone.

View application [here](#).

Decision Status: Electronic Return (submit pdf plans to
Marisa.Anastasio@greenwichct.org for review)

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

Applicant to update plans to reflect the following:

- a. Letter height and colors accepted as shown.
- b. “paints & paper” lettering ARC strongly recommends updating to a sans serif font for legibility. Point size to match proportion of “&”.

- 2. Hunter Douglas, 11-15 West Putnam Ave., Application PLPZ 202300324** for Sign/Awning review for **two illuminated facade signs and window decals** on a property located at 11-15 West Putnam Ave. [owner: Chateau Properties LLC] in the CGBR zone.

View application [here](#).

Decision Status: Electronic Return (submit pdf plans to
Marisa.Anastasio@greenwichct.org for review)

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.

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

Applicant to update plans to reflect the following:

- a. The logo above the main entrance – make sure it has enough room to “float”, should have at least 3” above and below;
- b. The tagline on the window should be reduced by approximately 8-10% – and the plans updated to indicate the font name and final height of letters;
- c. West Putnam Ave. side - The baseline of “Hunter Douglas” should match the bottom alignment with the other 2 storefronts signs on the building.
- d. ARC accepts proposed 3500k lighting as noted on the plans.

3. *(previously #3, but order changed during meeting because of applicant attendance)*
Bank of America 240 Greenwich Ave., Application PLPZ 202300322 for Sign/Awning review for **updated illuminated freestanding sign and two non-illuminated façade signs** on a property located at 240 Greenwich Ave. [owner: 240 Greenwich Avenue LLC] in the CGBR zone.

View application [here](#).

Decision Status: Return to a Meeting (submit pdf plans to Marisa.Anastasio@greenwichct.org to be scheduled on an upcoming meeting)

Motion: Hein Motion Revised by: Cohen Second: Brake Smith

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

Applicant to update plans to reflect the following:

- a. The ARC finds the presentation of the proposed pylon sign has an incapable background color and stand finish.
- b. The red banding to the proposed pylon sign looks to not match the Town’s character, regardless if this design is a national standard.
- c. The height on the logo, within the free-standing sign, needs to be noted in the documents.
- d. Logos cannot be larger than 18” in height per Sec. 6-169 of the Town’s Building Zone Regulations.
- e. We ask the applicant to remind their client that any other signs (i.e. decals, bronze plates, etc.) will also need ARC’s review if expected to be updated through this rebranding effort.
- f. The ARC suggests the applicant review dimensions of the cladding of the sign, so the sign does not look as heavy as presented today.

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4. (previously #2, but order changed during meeting because of applicant attendance)
Veronica Beard, 252 Greenwich Ave., Application PLPZ 202300311 for Sign/Awning review for updated façade sign and window decal on a property located at 252-264 Greenwich Ave. [owner: 252-264 Greenwich Avenue Retail LLC] in the CGBR zone.
View application [here](#).

Decision Status: Approved as Submitted

Motion: Brake Smith Second: Cohen

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

Applicant to update plans to reflect the following:

- a. There are no changes to the existing lighting with this application.
- b. ARC notes, and the applicant agrees, to clean, fill and repaint the sign surface prior to installing the new sign.

5. **Lashes & Brows (Belen’s Beauty Boutique), 469 West Putnam Avenue, PLPZ202300178** for Sign/Awning review for new illuminated façade sign on a property located at 469-475 West Putnam Avenue [owner: Cortese Real Estate] in the LB zone. *Last reviewed at the [5-15 meeting](#).*

View initial application [here](#).

View updated plans [here](#).

Applicant did not attend meeting.

6. **Blankenship Dry Goods, 16 Greenwich Ave. Application PLPZ 2023 00211** for Sign/Awning review of proposed violation remedy and review of installed “Blankenship Dry Goods” façade sign and window and door decals on a property located at 16 Greenwich Ave. [owner: KTC Property LLC] in the CGBR zone. *Last reviewed at the [6/21 meeting](#).*

View initial application [here](#).

View updated information [here](#).

Decision Status: Recommends a Return to a Meeting

Motion: No official vote taken

Applicant to update plans to reflect the following:

- a. The applicant provided a packet of window calculations for the existing

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windows and door decals, a new application form, and photos of the current storefront updated with photoshop.

- b. The applicant's representative (Attorney Cyd Smith) was present at the meeting.
- c. Attorney Smith noted the applicant's intention to: remove the installed flood lights, remove the installed blade signs, remove sandwich boards from the sidewalk, remove enough glass decals to meet the 15% maximum, and to update the existing awning to solid black with no lettering. The applicant asks to keep the previously installed "Blankenship Dry Goods" façade sign, along with the circular decals/signs previously installed on the façade of the building and to keep glass decals to the extent they meet the Regulations.
- d. ARC found the documentation hard to follow – as they typically see a comprehensive design that is compliant with the Regulations. Zoning Enforcement would typically review the glass decal calculations. ARC would like to see final plans / renderings of a compliant design.
- e. ARC expressed concern with the glass decals as ARC prefers a simplified design for windows/doors, with a limited number of decals that do not include taglines nor a list of services. ARC finds that there are also bright lights inside the windows.
- f. ARC is concerned that the original 2019 approved sign was not installed and that the currently installed "Blankenship Dry Goods" sign extends over the second door.
- g. ARC finds the circular signs/ decals on the façade extraneous. ARC does not recall approving such signage on other establishments.
- h. Attorney Smith agreed to work on updated documentation and to return at a future meeting.

II. Committee Business:

1. No new business.

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