

**ARCHITECTURAL REVIEW COMMITTEE  
ACTION AGENDA Sign Subcommittee Meeting  
TUESDAY, Jan. 3<sup>rd</sup>, 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](mailto: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 2<sup>nd</sup> “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 2<sup>nd</sup> 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 2<sup>nd</sup> 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](mailto: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](mailto: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](mailto:demetria.nelson@greenwichct.org) as soon as possible in advance of the event.*