

MODALIKA

CUSTOM TAILORING



EXTERIOR SIGN INSTALLATION PROPOSAL & SPECIFICATIONS

145 Church Street NW, Unit 100 | Vienna, Virginia 22180 | April 2026

Sign Installation Proposal

MODALIKA Custom Tailoring respectfully submits this proposal for the installation of an exterior business sign at 145 Church Street NW, Unit 100, Vienna, Virginia 22180. The proposed sign has been designed to complement the architectural character of the building and align with the aesthetic standards of Church Street. All specifications have been reviewed for compliance with the Town of Vienna Zoning and Subdivision Ordinance, Chapter 18.

1. PROJECT INFORMATION

Business Name	MODALIKA Custom Tailoring
Business Type	Custom Tailoring & Alterations
Location	145 Church Street NW, Unit 100, Vienna, VA 22180
Building Frontage	Church Street NW (Primary Frontage)
Frontage Length	40 linear feet
Zoning District	CS — Commercial Service
Applicant	Rafi Behroozian
Date	April 2026

2. SIGN DIMENSIONS & LOCATION

Parameter	Value
Sign Width	100 inches (8 ft 4 in / 2.54 m)
Sign Height	18 inches (1 ft 6 in / 0.46 m)
Total Sign Area	Approximately 12.5 sq ft (1.16 m ²)
Max. Permitted Area	80 sq ft (40 linear ft x 2 sq ft per linear ft)
Sign Type	Building-Mounted Wall Sign
Mounting Location	Church Street NW exterior wall, above unit entrance
Mounting Height	Below roofline, above entry door — exact TBD on site
Projection from Wall	Approximately 3–4 inches (sign face + frame depth)

✓ Proposed sign area (12.5 sq ft) is well within the maximum permitted area (80 sq ft) for a CS-zone building with 40 linear feet of frontage under §18-546.

Sign Design Rendering

The following renderings illustrate the proposed sign design and its placement on the building facade at 145 Church Street NW, Vienna, VA.

3. SIGN FACE DESIGN



Figure 1 — MODALIKA Custom Tailoring sign face design: deep navy (#0d1524) with warm gold logo, lettering, and decorative border (#eec16d). Horizontal banner — 100" x 18".

Sign Placement on Building

4. BUILDING FACADE RENDERING



Figure 2 — Composite rendering showing the proposed MODALIKA sign mounted on the Church Street NW building facade at 145 Church St NW, Vienna, VA 22180.

Materials & Construction

5. STRUCTURAL SYSTEM OVERVIEW

The sign is constructed as a layered system — a structural frame supports a rigid weatherproof base panel, upon which laser-cut dimensional letters and logo elements are mounted. This produces a professional, high-quality three-dimensional appearance with long-term outdoor durability.

Layer	Material	Specification	Purpose
Frame	4x4 Lumber	Treated wood frame	Structural backbone
Back Panel	ACM Panel	6mm Aluminum Composite	Weatherproof rigid base
Letters	Solid Hardwood	3mm x 3 layers = 9mm total	Laser-cut dimensional text
Logo	Solid Hardwood	3mm x 3 layers = 9mm total	Laser-cut hexagon figure
Seal	Spar Urethane	Exterior grade — 2 coats	Weather & UV protection
Paint	Exterior Enamel	Gold #eec16d / Navy #0d1524	Color finish
Hardware	Stainless Steel	Screws & anchors	Corrosion-resistant mount

6. ACM PANEL — TECHNICAL SPECIFICATIONS

Material	Aluminum Composite Material (ACM)
Trade Names	Dibond®, Maxmetal®, Alucobond®
Thickness	6mm (1/4 inch)
Composition	Two pre-finished aluminum sheets bonded to polyethylene core
Surface Finish	Pre-finished — paintable, weather-sealed
Weather Rating	Suitable for all interior and exterior applications
Thermal Stability	Remains flat — no bowing or oil-canning over time
Weight	Lightweight — approx. half the weight of solid aluminum

Design, Color & Lighting

7. DIMENSIONAL LETTERS & LOGO

Material	Solid hardwood (cedar or white oak)
Base Sheet	3mm per individual layer
Layers	3 layers laminated with wood glue
Total Depth	9mm — bold raised 3D dimensional appearance
Fabrication	Laser-cut using WeCreat Vision Pro 45W diode laser
Sealing	Exterior-grade spar urethane — 2 coats minimum
Paint Finish	Exterior enamel — Warm Gold #eec16d
Mounting	Construction adhesive + stainless steel countersunk screws

8. COLOR PALETTE

The sign employs a two-color palette of deep navy and warm gold — a classic, sophisticated combination reflecting premium quality and complementing the white brick facade of the building at 145 Church Street NW.

Role	Color Name	Hex Code	RGB Values	Application
Background	Deep Navy	#0d1524	R:13 G:21 B:36	ACM back panel
Accent	Warm Gold	#eec16d	R:238 G:193 B:109	Letters, logo, border

9. EXTERIOR LIGHTING SPECIFICATIONS

Two gooseneck barn light fixtures are mounted above the sign, directing warm amber light downward onto the sign face. The 2200K color temperature closely matches the gold lettering, creating a cohesive warm glow in evening hours. Lighting fully complies with Town of Vienna §18-519 and §18-541.

Specification	Detail
Fixture Type	Exterior gooseneck barn light — cast aluminum
Fixture Finish	Matte black powder coated
Quantity	2 fixtures (one each side above sign)
Mounting	Wall-mounted above sign face
Bulb Type	ST19 LED Edison Filament
Wattage	4W per bulb — 8W total (very low energy)
Color Temperature	2200K — warm amber
Lumens	400 lumens per fixture
Base Type	E26 standard medium base
Dimmable	Yes — compatible with standard dimmers
CRI	90+ (accurate, natural color rendering)
Light Direction	Downward — aimed at sign face only
Shielding	Full cut-off / directionally shielded fixture
Weather Rating	Wet/damp location rated for outdoor use

Zoning Compliance Summary

The proposed sign has been reviewed against the Town of Vienna Zoning and Subdivision Ordinance (Effective January 1, 2024). All relevant sections of Chapter 18, Division 7 (Signs) and Division 4 (Lighting) have been assessed.

10. SIGN REGULATIONS — §18-546

Code	Requirement	Allowed	Proposed	Status
§18-546.3.A	Max sign area	80 sq ft (40 LF x 2 sq ft)	~12.5 sq ft	✓ Compliant
§18-546.3.B	Sign count	No limit (CS zone)	1 sign	✓ Compliant
§18-546.3	Sign type	Building-mounted wall sign	Wall sign	✓ Compliant
§18-546	Location	Building face ground level	Church St wall	✓ Compliant

11. LIGHTING REGULATIONS — §18-519 & §18-541		
Code Ref.	Requirement	Status
§18-519.1	Full cut-off or directionally shielded fixtures required	✓ Compliant
§18-519.3	Directional shields to limit stray light and glare	✓ Compliant
§18-519.5	Spotlighting aimed and shielded to confine light to sign face	✓ Compliant
§18-520	Max 0.5 foot-candles at property boundary	✓ Compliant (4W per fixture)
§18-541.3	External sources shielded and down-facing	✓ Compliant
§18-541	CS zone — External illumination permitted for building signs	✓ Compliant
§18-518	No lasers, strobe, blinking or flashing lights	✓ Compliant (static LED)
§18-544.4	No electronic messages or color-changing signs	✓ Compliant (static sign)
§18-544.5	No exposed tubing / neon lighting arrangements	✓ Compliant

MODALIKA Custom Tailoring is committed to working cooperatively with the building owner and the Town of Vienna to ensure full compliance and a sign that enhances the visual character of Church Street. We welcome any questions or requests for further information.

Rafi Behroozian • MODALIKA Custom Tailoring • 145 Church St NW Unit 100, Vienna VA 22180 • (202) 826-7857 • rafibehroozian2@gmail.com