



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: April 18, 2024

Re: **Item No. 3 - IDT Docket No. PF-1251956-BAR**
Stretch Zone - 138 Maple Ave W
Sign

Request for approval of a façade sign for Stretch Zone, located at 138 Maple Ave W, Docket No. PF-1251956-BAR, in the AC, Avenue Center Zoning District; filed by Kathy Baker, Concept Unlimited Inc., Project Contact.

The applicant is proposing a new façade sign at 14.83 feet wide by 2.083 feet high totaling 30.90 square feet. The channel letter sign is proposed to have 3/16-inch White, #7328, acrylic faces reading "STRETCH ZONE" with aluminum returns. The channel letters will be attached to a Black aluminum backer and the aluminum backer will be mounted on a raceway. The raceway will be painted 107 Sunset Yellow to match EIFS and will be installed with 3/8-inch lag bolts into the existing wood studs. The sign is proposed at 98 lumens and 3000 Kelvins.

Attachments: 01 - Staff Report
02 - Application and Authorization
03 - Elevations
04 - Sign Rendering & Specifications
05 - Staff Exhibit - Shopping Center Signs
06 - Relevant Code Sections

Recommended motion:

I move to (approve/defer/deny) the sign application for Stretch Zone, located at 138 Maple Ave W, Docket No. PF-1251956-BAR, in the AC, Avenue Center Zoning District; filed by Kathy Baker, Concept Unlimited Inc., Project Contact. (as submitted / with the following conditions....)

Applicants must attend the meeting and represent their application.
Failure to appear may result in the deferral of the item or amendments to the design.
Failure to appear will not relieve any pending violations.

Process

Per Town Code Chapter 4, all land areas zoned other than single-family detached residential are architectural control districts. Any lot, parcel or area of land within any area zoned for single-family detached residences, which is used for other than single-family detached residences, or which is the subject of an application for a use permit or building permit involving any such other use, is also designated an architectural control district.

No structure, building, sign or other improvements or other major landscape features surrounding such building, structure, sign or improvement located on any land within any architectural control district shall be erected, reconstructed, altered or restored until the plans for such shall have been approved by the Board of Architectural Review.