



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: November 20, 2025

Re: **Item No. 7 - Docket No. PF-1833761-BAR**
Giant - 359 Maple Ave E
Signs

Request approval of new signs for Giant, located at 359 Maple Ave E., Docket No. PF-1833761-BAR, in the AE, Avenue East zoning district; filed by Jimmy Senecal, Rite Lite Signs, Project Contact.

Giant Food has recently undergone a corporate rebranding, and as part of this effort, the applicant, Giant Food store, located in the Maple Avenue Shopping Center is proposing updates to its exterior signage. The proposed changes include new wall signs, updated "Pick Up" signage in designated parking spaces, and a revised tenant panel for the shopping center's freestanding sign. Please note, the Maple Avenue Shopping Center does not currently have a master sign plan.

The proposal includes the following wall signs:

- Internally illuminated 30.32 square foot logo on a raceway painted to match the façade. The logo will have White acrylic faces overlaid with:
 - Purple - 3M Vinyl 3630-9327 Purple
 - Yellow - 3M Vinyl 3630-25 Yellow
 - Red - Gerber Vinyl 230-43 Translucent Tomato Red
 - Green - Gerber Vinyl 230-106 Apple Green
- Internally illuminated 76.88 square channel letter sign with text that states "Giant" in white acrylic letters and Purple 3M Vinyl 3630-9327 overlay. This sign will also be installed on a raceway painted to match the façade.
- Internally illuminated 15 square foot channel letter sign with the text "PICKUP" in White acrylic letters and Purple 3M Vinyl 3630-9327 overlay to the left of a illuminated grocery bag with the Giant logo also in White acrylic letters and

***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.***

Purple 3M Vinyl 3630-9327 overlay. This sign will also be installed on a raceway painted to match the façade.

- Non-illuminated 14 square foot White polycarbonate sign with Purple 3M Vinyl 3630-9327 overlay with text that reads “welcome”

The applicant is also proposing updating the four (4) signs in the designated grocery pick-up parking spaces. The 1.82 square foot signs will be 1/8-inch-thick aluminum with digitally printed graphics in White and Purple.

The final sign update is the tenant panel for the Maple Avenue Shopping Center free standing sign. The non illuminated tenant panel will be the same size as the previous sign in 3/16-inch polycarbonate with vinyl graphics with the text “Giant” in Purple to the left of the Giant logo which will have the following colors:

- Purple - 3M Vinyl 3630-9327 Purple
- Yellow - 3M Vinyl 3630-25 Yellow
- Red - Gerber Vinyl 230-43 Translucent Tomato Red
- Green - Gerber Vinyl 230-106 Apple Green

Attachments: 01 - Staff Report
 02 - Application and Authorization
 03 - Sign Renderings
 04 - Maple Avenue Shopping Center Site Plan
 05 - Relevant Code Section

Recommended motion:

I move to (approve/defer/deny) the application requesting new signs for Giant, located at 359 Maple Ave E., Docket No. PF-1833761-BAR, in the AE, Avenue East zoning district; filed by Jimmy Senecal, Rite Lite Signs, Project Contact. (as submitted / with the following conditions....)

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.