



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: August 21, 2025

Re: **Item No. 03 -Docket No. PF-1808851-BAR**
264 Cedar Ln SE - Vienna Ace
Sign

Request approval for a new wall sign for Vienna Ace, located at 264 Cedar Ln SE, Docket No. PF-1808851-BAR, in the GS, Gateway South zoning district, filed by Desi Varsel, Signs unlimited, Inc., project contact.

The applicant is proposing a 58.46 square foot acrylic channel letter sign that will be mounted to a white aluminum backer board with stainless steel bolts. The channel letters will read "Vienna" in black and "ACE" in red. The sign is also proposed to be illuminated at 3000-3300 Kelvins and 70 lumens.

While Cedar Park Shopping Center has an approved master sign plan, the proposed sign deviates from the approved specifications. As such, approval by the Board of Architectural Review (BAR) is required.

The signage proposed for the main pylon sign and under canopy hanging sign are consistent with the approved master sign plan and do not require BAR approval.

Attachments: 01 - Staff Report
02 - Application and Authorization
03 - Site Plan
04 - Sign Rendering
05 - Cedar Park Master Sign Plan
06 - Photos
07 - Relevant Code Sections

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.

Recommended motion:

I move to (approve/defer/deny) a new wall sign for Vienna Ace, located at 264 Cedar Ln SE, Docket No. PF-1808851-BAR, in the GS, Gateway South zoning district, filed by Desi Varsel, Signs unlimited, Inc., 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.