



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: February 17, 2022

Re: **Item No. 6 – IDT Docket No. PF-690734-
BAR Bubble Mochi – 155B Maple Ave W
New Signs**

Request for approval of signs for Bubble Mochi, located at 155B Maple Ave W, Docket No. PF-690734-BAR, in the C-2 General Commercial zoning district, filed by Helen Kwon of The Permit, LLC., project contact.

The applicant is proposing to replace the building mounted sign and tenant panels on the freestanding sign.

The building mounted sign will consist of 4" deep aluminum white polycarbonate channel letters with 1" black trim reading "BUBBLE MOCHI" at 2.75' high and 12.3' wide. Located to the left of the channel letters is the logo at 2.75' high and 2.9' wide with 4" deep aluminum in the following colors:

- Crusta (RGB 243.120.65)
- Nero (RGB 35.31.32)
- Cinderella (RGB 251.207.193)
- Brown Bramble (RGB 89.53.29)

The capsule sign, located below the channel letters, will be 6.5" high and 9.9' wide' with white polycarbonate face and the color Crusta (RGB 243.120.65). This LED sign will be lit at 150 lumens and 3000 kelvins. The sign will be mounted to an exposed raceway in a color matching the existing store front and mounted with 3/8" toggle bolts.

***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.***

The tenant panels will be 1/8" acrylic covered with digital printing using the same colors as the building mounted sign. The panels will fit into the existing pylon sign utilizing the existing lighting.

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.