



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: November 20, 2025

Re: **Item No. 05 – Docket No. PF- 1884723-BAR**
Bing Bings Dumpling – 155 Maple Ave W
Signs

Request for approval of a wall sign, tenant panel, and window signs for Bing Bings Dumpling, located at 155 Maple Ave W, Docket No. PF-1884723-BAR, in the AC, Avenue Center zoning district, filed by James Byars of Signs by James, LLC, project contact.

The applicant presented an application to the Board in January 2025. At the time of the meeting, the applicant received approval for the proposed wall sign and a tenant panel sign, but not the window vinyl clings.

The applicant is presenting a new wall sign, tenant panel and updates to the window clings. The first sign is an illuminated channel letter sign measuring approximately 36.5 square feet and the logo measuring approximately 11.65 square feet. The logo, a panda with dumplings, is to the left of the channel letters with multiple colors, to include Black, White, Pink, Ecru, Gray, and two shades of Beige. The channel letters read “BING BING’S” and “DUMPLING” with the word Panda in White vinyl acrylic. The channel letters will be mounted to a raceway that will be installed on the building façade. The lighting levels are proposed at 3000K and 150 lumens per module.

The second sign is an update to the previously approved tenant panel. The updated tenant panel will measure approximately 16.92 square feet using the same logo with the business name “BING BING’S” in Red on the first line and “DUMPLING” in Black on the second line. The proposed sign will not make any changes to the lighting.

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 applicant is also requesting approval of vinyl window signs in Red with White graphics, and White letters that say "HEALTHY FOOD", "ASIAN FOOD", "and "CHINESE CUISINE".

Approval of the signs in this application will resolve an existing zoning violation.

Attachments: 01 – Staff Report
 02 – Application and Authorization
 03 – Signs Renderings
 04 – Previously Approved Signs & BAR Order
 05 – Relevant Code Sections

Recommended motion:

I move to (approve/defer/deny) the request for a wall sign, tenant panel, and window signs for Bing Bings Dumpling, located at 155 Maple Ave W, Docket No. PF-1884723-BAR, in the AC, Avenue Center zoning district, filed by James Byars of Signs by James, LLC, 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.